

FIRST RAINFALL

Wednesday, November 10	77 51
Thursday, November 11	78 49
Friday, November 12	79 50
Rainfall — .35	

The Desert Sun

and PALM SPRINGS NEWS

GIVE!
Palm Springs
Community Chest

Vol. XXVIII, No. 25

2 Sections — 14 Pages

Palm Springs, California, Monday, November 15, 1954

This Issue Over 6,300 Copies

Single Copy 10c



(Desert Sun Photo)
PALM SPRINGS LIONS heard two interesting talks Thursday when State Senator Nelson Dilworth spoke on Veterans' Day and Mayor Harold Shapiro of Miami Beach told of Florida. Left to right above, standing, Herbert Samson, program chair-

Constant Guard Over Freedom is Nation's Hope

Freedom is something which must be jealously guarded and eternally watched or it will be lost, State Senator Nelson Dilworth told Palm Springs Lions club members and their guests Thursday noon in the Chi Chi Starlite Room.

Many people have had freedom only to lose it by becoming apathetic, he said, going 6,000 years back into the dim past to recite the fate of nations which had lost their freedom through negligence and apathy.

SEN. DILWORTH was speaking about the first armistice day and drew many pictures of that day when World War I, the war to end all wars, ended. In the first part of his talk, he reminisced of happenings on that day when word came to cease and desist action. The last hour before the war ended, was a roar of shells and bullets, he said.

Speaking on the situation since that day of peace, he called attention to the eternal fight for freedom among peoples.

Throughout history, he pointed out, there have been many nations which have achieved freedom only to relinquish it gradually to dictatorial forces.

HE CALLED ATTENTION to the present when our Constitution is being undermined more and more and the misconception of a large part of the public to the meaning of the document. The Constitution document.

See **LIONS**, Page 4a

Temblor

Mild Earthquake Noticed by Few

Light sleepers were awakened at 4:27 Friday by an earthquake so mild that many did not feel it.

While but of brief duration here and barely perceptible, the rolling temblor shook up border cities and the Hemet Valley and was strong in San Diego.

The epicenter was in Baja California.

Essays to be Submitted to Contest Judges this Week

Leading essays in The Desert Sun's Americanism essay contest for students in grades seven through 12 are being collected the first days of this week for submission to the committee of 17 prominent citizens for final judging.

Announcement of the winners will be made in The Desert Sun on Thursday, November 25. The contest is divided into three grade divisions, seven and eight, nine and 10, 11 and 12, with first prize of \$50 savings bond, second of a \$25

MIAMI BEACH MAYOR DEFINES WORD 'CALIF'

Mayor Harold Shapiro of Miami Beach, Florida, Mrs. Shapiro, and the Mayor's brother and sister-in-law, Dr. and Mrs. Alvin Sims of Encino, were special guests of the Palm Springs Lions club at their meeting Thursday noon in the Chi Chi Starlite Room — and the Lions club learned what the state abbreviation, "Calif." really means.

In a spontaneous speech, laden with humor, but in which he never once mentioned the somewhat inclement weather here that day, he kept the club in an uproar.

"I OFTEN WRITE my brother in Encino from my Florida home," he said, "and every time I address the envelope and write 'Calif.' after Encino, I always say that Calif. means, 'Come and Live in Florida.'"

Describing Miami Beach, the mayor said the city had more than 300 hotels and scores of motels and apartments.

First Session of Coordinators to be Held Friday

Mayor Florian Boyd's Coordinating Council will resume its meetings for the 1954-55 Fall and Winter season at 12:15 p.m., Friday, November 19, at The Desert Inn.

Notices were sent last week-end to presidents of all organizations, city councilmen, and directors of the Chamber of Commerce, Xavier Lucius, Chamber of Commerce manager, is acting as secretary for the organization.

An agenda is not being prepared for the opening meeting, but Mayor Boyd is expected to review activities and accomplishments since the last meeting, and also tell of current and future plans of the city.

The Coordinating Council was very active last year, meeting once monthly.

THIEF WANTS COMFORT Theft of a camp chair valued at \$9 was reported to police Friday by Fred Hollyoak, 156 South Indian avenue.

and six Americanism certificates, awarded in each group.

Students in five area schools, Palm Springs high school, Nellie Coffman Junior high, St. Theresa school, Palm Valley school, and Chase School for Boys, are submitting entries.

Besides local support, the contest has been praised by Governor Goodwin J. Knight and U.S. Senator Thomas Kuchel.

Dr. Benjamin Goldberg is contest chairman.

man, Senator Dilworth, Mayor Shapiro, Mayor Florian G. Boyd of Palm Springs, Jimmy Cooper, Lions club president, Seated Mrs. Alvin Sims, Dr. Sims (hosts of the Florida mayor) and Mrs. Shapiro.

Board to Decide on Bond Issue Thursday Night

Board of education, Palm Springs Unified School District, is expected to officially set the figure of its proposed bond issue at its meeting at 7:30 p.m., Thursday, in the Frances S. Stevens school.

Agreement on a figure approximating \$1,988,000 was reached by three board members, President Ray Sorum, Helen Staley and Haig Harris, at the October session, but official adoption was deferred until at least four members were present.

The bond issue would take care of all school needs for a period of five years or more.

The public is invited to attend the meeting.

MUSICAL THIEF Theft of a trumpet valued at \$30 from a student's locker was reported to police Friday by Paul Summers, business manager of the Palm Springs Unified School District.



(Desert Sun Photo)
VETERANS' DAY was marked at World Wars Memorial Hall Thursday with impressive ceremonies. Left to right, above are George Kellogg, past state vice commander of the American Legion, The Rev. William A. Blonden, Jr., rector of St. Paul's in the Desert Episcopal church who delivered the talk and William Scharf, commander of Owen F. Coffman Post 519, American Legion, in charge of the event.

Senate Group to Meet Here on Indian Affairs

Idea Contest for Cameron Center Begun

Thousand Dollars Goes to Writer of Winning Letter

One thousand silver dollars is yours—for free!

One thousand silver dollars, more than you can tote without assistance, for any distance. It's yours if you come up with the winning suggestions for Cameron Center — what this new proposed \$5,000,000 center, to be created by George E. Cameron Jr., shall contain. What it shall be. What facilities it should have and particularly what you would like to see erected on the 12-acre site between Riverside drive and Mesquite road.

HOW TO ENTER this contest is contained on Page 8, Section B in this edition of The Desert Sun.

This is your contest—that is, it is for persons residing in the Palm Springs resort area and for Desert Sun readers anywhere who have civic pride in the development of Palm Springs.

Remember your contest letter with suggestions must be in the mails by midnight, January 31, or you can bring your contest entry to The Desert Sun.

MAYOR FLORIAN BOYD has been chosen to head a six-man judging committee to select the winner in the big contest now being conducted in The Sun.

Other judges will be Fred Ingram, manager of the Palm Springs branch of the Bank of America; John Miller, chair-

See **CAMERON**, Page 3a

LITTLE BEAR SHOWS SLIGHT IMPROVEMENT

Palm Springs' own cow-gal, Little Bear, on Saturday, showed slight improvement, according to officials at Riverside County General Hospital, where she was transferred Friday.

Little Bear suffered a stroke a week ago Saturday in her trailer home on the grounds of Cliff Campbell's stables.



(Anderson Photo)
RAY RYAN, horseman, oilman and El Mirador VIP, who was High Sheriff for last season's Desert Circus, will fly in from Denver to act as Grand Marshal for the Western Week parade on Saturday, November 27.

Nine Candidates Would be Queen of Western Week Chest Campaign Gaining Speed Says Chairman

The final entry list of queen candidates for Western Week, November 22-28, and a run-down on their sponsors, was announced today by Mac MacDonald, Western Week chairman, and Los Compadres, sponsors for the traditional week of Western action.

Queen candidates are: Lynn Alles, of Palm Springs, Lynn will be entered by the Palm Springs Lions Club, Jimmy Cooper, president, and Cliff Campbell in charge of rodeo ticket sales.

GIOVANNA JONES, Sponsor, See **WESTERN**, Page 4a

See **CHEST**, Page 3a

FIRST VETERANS' DAY CEREMONY HONORS SOLDIERS OF ALL WARS

First Veterans' Day observance was staged in Palm Springs Thursday, November 11, at World Wars Memorial Hall. Veterans' Day is the new designation for Armistice Day as decreed by Congress last Spring and signed into a law June 1 by President Eisenhower.

Instead of celebrating the end of World War I, the day is now dedicated to the veterans of all the nation's wars, living and hero dead.

More than two score persons gathered around the flag pole at the Memorial Hall to honor the men who went to battle for their country.

THE PROGRAM started with the pledge of allegiance to the Flag, followed by benedic-

Problems of All Tribes to be Discussed

Local Reservation to be Subject of Quiz Wednesday

Viola Olinger, tribal chairman, will represent the Agua Caliente Band of Mission Indians at the hearing to be conducted here Tuesday and Wednesday by the Senate Interim Committee on California Indian Affairs, at the city hall.

The hearings, covering all tribes in Southern California, from Santa Barbara south, will relate to problems resulting from termination of federal supervision, if this should be done.

REPRESENTING the city of Palm Springs will be City Attorney Jerry Bunker, City Manager R. W. Peterson, and several councilmen. It is expected that testimony will not be given by local officials unless requested. The hearing for the local tribe is scheduled to start at 1 p.m., Wednesday.

Witnesses will be limited to persons having direct information or recommendations involving property of any tribe. Besides oral testimony, any person wishing to file a written statement or other material with the committee will be permitted to do so, and it will become part of the record of the hearing, according to John A. Bohn, committee counsel.

TUESDAY'S SESSION will be devoted to problems of other tribal bands in the southland and Wednesday morning will also cover other southland reservations.

Problems in the territory stretching from Yuma to the coast will be considered.

Problems relating to Agua Caliente reservation are scheduled to be aired starting at 1 p.m. Wednesday.

Peddlers

Ask for License is City Advice

Recent complaints about peddlers and solicitors today resulted in City Manager R. W. Peterson issuing a warning to all persons to ask to see business licenses or letters of permission from the city clerk.

If the solicitors do not have this permission, residents should contact the police department so that officers may check out the persons doing the peddling.

City ordinance prohibits any door-to-door soliciting unless permission has been granted, Peterson said.

Cathedral City Man Faces State Quiz

Samuel Keeland, former Cathedral City restaurateur, was at liberty under \$500 bond on a bench warrant issued by Judge F. M. Estudillo of Riverside.

Keeland facing an inquiry into failure to file reports on unemployment insurance returns.

"It is important for all of us to remember that our Community Chest is truly a community matter—and that every cent donated is spent right here in Palm Springs on agencies which are doing work essential to our civic welfare."

That was the message today from Herb Samson, 1954 Community Chest campaign chairman, as the drive reached the mid-way mark in its "Thanksgiving month" solicitation.

SAMSON SAID THAT, after a slow start, donations are coming in more quickly as volun-

See **CHEST**, Page 3a

Travel Advisor Aids Greyhound

A new travel personality is being introduced to the traveling public by Pacific Greyhound Lines. Her name is Merry Miles and she is being described as "Your Greyhound Travel Advisor."

According to Glen G. Magnuson, general traffic and sales manager for Pacific Greyhound, Merry Miles will make

her headquarters in San Francisco, but she will travel extensively throughout the Pacific Greyhound system.

"During these trips," said Magnuson, "Merry Miles will be available to give talks and show motion pictures on travel to such groups as clubs and schools." In addition, she will represent the bus company at many public events. This will include state fairs, depot opening celebrations, introductions of new equipment, inaugurations of routes, and many other functions.

"Merry Miles will always be happy to help you plan any type of trip," said Magnuson.

"She will suggest the best routes to travel and the interesting features to look for. She will supply complete information on such things as charter service, pre-planned vacations and holidays, and through express service. Most important of all, she will show you how to have more travel pleasure at lower travel cost."



MERRY MILES, appointed "Your Greyhound Travel Advisor" by Pacific Greyhound, she'll travel the company's lines in the west.

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SUNAIR
DRIVE IN
Theatre

Showtimes: 6:45 p.m. — Sundays at Dusk

NOW SHOWING

ANN BLYTH EDMUND PURDOM
The Student Prince
M-G-M COLORED BY ANSCO
CINEMASCOPE
WITH THE SINGING VOICE OF MARCO LAMIA

also FRANK SINATRA in
"SUDDENLY"

STARTS WEDNESDAY

CINEMASCOPE
M-G-M's
SEVEN BRIDES for SEVEN BROTHERS
starring Color
Jane POWELL • Howard KEEL
with Jeff Richards • Russ Tamblyn • Tommy Hall
plus
Van Heflin • Anne Bancroft
"THE RAID"
Color by Technicolor

UNEDITED

By BILL RASHALL

A barometer to indicate that the Winter season is really in full swing is right in our front office.

She is none other than the lovely Rita of our Classified Department. And the way we all know that the Winter season is bowling along is a mere glance at our front counter where Rita holds sway and court—the Classified Ad Department Court.

I wonder how many of those gay blades, some of them rather portly and fortyish ranging downward in age to the young gallants, really know lovely Rita. He has an ad to place in The Desert Sun. It could easily have been phoned in—but no, they have to bring the \$1 ad down to The Desert Sun in person and believe me, for no other reason than to pass the time of the day with Rita. And that's all she hands out after she gets the do re mi for the ad.

SO HERE'S A SECRET gentlemen, that I will reveal. Rita's heart belongs to one man in this town... and he is none other than Al Stutz—and it has belonged to him for a long time. Al is a handsome, broad-shouldered young man and just between you and me—as much as I, too, like Rita—I keep my distance when Al Stutz shows up. He is built like a center on a championship football team. Take that as a hint. You may look but you had better not touch. Rita is lovely as that.

And another thing about not touching but in this case let's call it the type of writing I do—and that is to write about babies. Mothers and fathers are chasing me now—not actually but figuratively. They all want to talk about babies—their babies, the tiny tots they're so fond of—like Bill Wood the other day, a most flagrant case, as an instance.

Bill Wood has been the picture publicist for the Desert

Censorship in the movies and on TV is just a case of stop, look, and less sin. — Weekly Animator.

El Paseo Theatre

OPENS WED.
NOV. 24

Walt Disney's
Starring NEW True-Life Adventure Feature!
THE VANISHING PRAIRIE
Color by Technicolor

VILLAGE PALM SPRINGS

PHONE 4384

Doors open nightly at 6:45

Mon. - Tues. Nov. 15-16
7:20 and 10:20

THE MAN WITH THE ROPE SCAR ON HIS NECK!
COLUMBIA PICTURES presents
DANA ANDREWS DONNA REED
Academy Award Winner Of "From Here To Eternity"
Co-Starring DIANNE FOSTER
THREE HOURS TO KILL
Color by TECHNICOLOR
— 2nd Hit — 8:30 only —

A NEW SLANT ON A VERY OLD FEELING...
COLUMBIA PICTURES presents
Lucille WILLIAM BALL • HOLDEN
Miss GRANT TAKES RICHMOND
with BOB CARTER • GLEASON
Produced by ARTHUR SCHERER
Starts Wednesday—Nov. 17

JACK WEBB
is SGT. JOE FRIDAY in the first feature-length production of
"DRAGNET"
WARNERCOLOR

Christmas

Citizens Bank
Mails Out Checks

Citizens National Trust and Savings Bank of Riverside with offices here and in Cathedral City, announced Tuesday that because the merger of the Desert Bank with their institution came too late to start Christmas clubs, there will be no payments from these local offices this year.

Officials said, however, that residents of Palm Springs and Cathedral City will be able to start their 1955 Christmas club accounts as of November 15.

System-wide, officials reported, the Citizens National will mail out 6,590 checks tomorrow to Christmas Club members. The total amount is \$113,631.04.

The PLAZA

PHONE 4384
Doors open nightly 6:45

Mon. - Tues. - Wed.
November 15-16-17

GREGORY
PECK
MARK TWAIN'S
Man with a Million
Color by Technicolor
Shows 7 and 9:10
Feature 7:30 and 9:40
Starts Thursday—Nov. 18

THE BODY BEAUTIFUL MUSICAL COMEDY!

M-G-M presents
ATHENA
THE NATURE GIRL
Color
JANE POWELL • EDMUND PURDOM
DEBBIE REYNOLDS • VIC DAMONE
LOUIS CALHERN

no sooner sat down to discuss business with a gentleman by the name of Ray Corliss when in walks Bill Wood again. This time with a massive, cumbersome book under his arm.

"LET ME SHOW YOU this Bill," he starts off, and before I can say another word, he flops down beside me and the book turns out to be a giant picture scrap book. And what is it filled with? Pictures of his baby son. Pictures that Bill has taken from the day it was born unto this one. I'm sold on the proposition because I listen and look with eagerness. Inscribed across the front cover of this scrap book are these words: "This is Your Life." The name of the baby and the date of its birth. Bill doesn't sell these books but I beg him to buy one for me and have it inscribed in the same fashion.

"You know this is my 21st year with the Desert Inn," he adds as a final parting remark, "and no one has ever REALLY heard about me in this town." They will read about you now, Billie boy. By the way, he had literally hundreds of photos under him in World War II and was a Major

or Colonel during the Korean tracas with headquarters — where else at Bill's age? — in the Pentagon.

Glamor invaded this town over the last three or four days. Sergeant Friday of Dragnet, in real life Jack Webb, meandered about town, was seen here and there, but finally landed down at the Palm House for the last show.

Sitting at the same table was Ida Lupino with Larry Firley of TV-CBS fame and a graduate guy he is, too, Lauren Bacall, Mrs. Humphrey Bogart in real life, sunned at The Dunes with a girl friend.

And then shifting back down to the Palm House where Doodles Weaver holds forth with his funny business was Milton Rackmill, president of Universal-International, Finley again and his wife Vencie, Mousie Powell, Jerry Nathanson and Scotty Rubin, attorney, all at one table and targeted by Doodles during his show.

What a night. Babies, stars and night clubs!

The Desert Sun—2nd
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, November 15, 1954

WAREHOUSE FACTORY or SPACE

According to your
requirements

Total 30,000 square feet

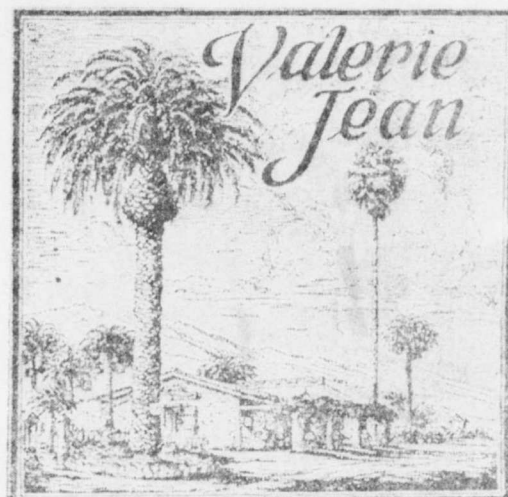
South side Highway 99

North Palm Springs

PHONE 2285

Ambassador Hotel!

Have You Forgotten...
Anyone for Christmas?



Only the choicest dates, hand picked and beautifully gift wrapped for shipment anywhere in the world with Valerie Jean guaranteed delivery for your protection.

Valerie Jean Date Shop

RUSS NICOLL, Owner

Phone 9-5159

Thermal, California

If you care enough—

GIVE ENOUGH!

To the

PALM SPRINGS COMMUNITY CHEST

George E. Cameron, Jr.

Chi-Chi Starlite Room

OPENING

MONDAY, NOV. 15

Allan Cross

and

Henry Dunn

America's Greatest Song Stylists
Direct from the Chez Paree, Chicago

DANII and GENII PRIOR

Great Young Musical Comedy Team

Direct from the Sands Hotel,

Las Vegas

LOTTIE BRUNN

World's Greatest Girl Juggler

Direct from Desert Inn, Las Vegas

Dancing to

BILL ALEXANDER

and His Orchestra

Reservations

PHONE 7391 or 5133

Money doesn't grow on
sprees, either.—Fifth Wheel.

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Your Travel Advisor,

Merry Miles, is ready to serve you!
Best routes to go . . . interesting features to look
for . . . places to stop over . . . how to have
more travel pleasure at lower travel cost . . .
these are some of the ways she can help you.
Use this new travel advisory service.
It's FREE, and it will help you get the most
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For more information write Merry Miles, Market & Fremont Sts., San Francisco 5, Calif.
GREYHOUND

OR CONTACT...

Zella G. Hensley

221 North Indian Ave.

Phone 5383

From Page 1—MORE ABOUT
VETERANS

again came and people asked
what does Armistice Day mean.
"The day has now been
changed to Veterans' Day and
I would remind the hearers of
three points which I feel need
to be stressed. First of all this
is a day of sadness because no
matter how many wars we
may win, we cannot restore life
to the men who died. The only
way we can say their death
was worthwhile lies in the fact
that we can, in a sense, sanc-
tify that death by seeing that
their offering was not wasted.
But then, and only then, can
we be reminded of the second
factor for Veterans' Day.

"IT CAN BECOME not only
a day of sadness but a day of
hope. Hope lies only in the
future; never in the past. I
warn you people do not look
only to the past or this day
will lose out on being a day
of hope. If these men who died
to make a future world a safer
place for their loved ones, then
we have a greater responsi-
bility because they no longer
can care for those they loved.
The responsibility rests directly
on our shoulders. Can we
change it from a day of sad-
ness to a day of hope?

"We can, only if we work
toward not an Armistice which
merely means that enemies
stop fighting while remaining
enemies, but toward a real
world peace based upon right-
eousness and spiritual values
and an anticipation of the
Kingdom of God, which imme-
diately presents us with a third
point to remember today.

"THIS MUST BE a day above
all dedicated to humility rather
than pride and arrogance.
What we in America have, let
us not fool ourselves, we have
been given by God. We did not
earn the right to be Americans
although perhaps we can earn
the right to remain Americans.
"During the month of No-
vember, let us tie two days to-
gether, November 11th and
Thanksgiving Day. Thanks-
giving is the day we must give
thanks in humility like the
earliest pilgrims did who re-
alized possibly better than we
do that they had been given
so much.

"MANY MILLIONS through-
out the world would give every-
thing they have if they could
but possess what God has been
kind enough to give us.
"So this is a day of sadness,
a day of hope, and above all
a day of humility and thank-
sgiving to Almighty God."

Following the ceremony at
the flag pole, Owen Coffman
Post held open house for all
veterans and their families at
World Wars Memorial Hall with
a buffet supper in the evening.

LOSES GLASSES

Loss of a pair of prescrip-
tion glasses in the downtown
area was reported to police
Thursday by Rachel Scott, 555
Calle Ajo.



(Desert Sun Photo)

INTIMATE FRIENDS of Mr. and Mrs. Al Rose gathered for cock-
tails at the couples' palatial home to honor them at the cele-
bration of their 25th wedding anniversary. A round of ap-
plause by guests greeted the couple when they arose to dance
the anniversary waltz. All of the guests were seated around
one end of the semi-enclosed swimming pool. Their beautiful
young daughter, Joy, 13, assisted in entertaining those who
were present.

From Page 1—MORE ABOUT
CHEST

feer workers increase their
solicitations in more and more
fields.

Emphasis this week is being
put on the downtown area,
with four co-chairmen func-
tioning in the business and
professional fields. The chair-
men are Adrian Rosen, Dr.
Julius Kaplan, Warren Slaughter
and Russ Landrus.

Meanwhile, the women's divi-
sion headed by Hetty Charles-
ton and Betty Hoff are con-
tinuing the house-to-house
neighborhood solicitations.

The advance gifts committee
includes Asher Levy and Harry

Weinberger, co-chairmen, and
Mrs. Lee Frank, Fred Ingram
and Lloyd Simon. Several
hundred appeals have been
mailed by volunteers of this
committee.

SPECIAL REGIONAL com-
mittees are headed by Milt
Hicks, for Rancho Mirage; Art
Bailey and Jack Crommelin for
Smoke Tree Ranch; Paul Clark
and Jack Hillery for Cathedral
City and the Rev. Robert Bal-
lard and Pete Elliott for Desert
Hot Springs.

Howard Morris, president of
the Community Chest board of
directors, has defined the 1954
goal of \$37,899 as "providing
for the absolute minimum
needs" of the five local youth
and welfare agencies aided by
the Palm Springs Community
Chest. These agencies are the
Boys Club, Boy Scouts, Girl
Scouts, Desert Museum, and
the Welfare and Friendly Aid
Association for the Youth Cen-
ter and Health Center.

From Page 1—MORE ABOUT
CAMERON

man of the City Planning Com-
mission; Oliver Jaynes, co-
publisher of The Desert Sun;
Russell Wade, manager and
exclusive agent on the giant
project; and Bill Cody, well-
known desert architect. They
will pick the one winner to be
awarded the 1,000 silver dol-
lars now on display in the
Bank of America.

ENTRY IN THE CONTEST is
open to all, with the jackpot
going to the letter best de-
signed to help tailor Cameron
Center to the needs of Palm
Springs and to the pattern of
Palm Springs' present and fu-
ture. Suggestions can range
from beauty to utility, from
public service to profit, and
can include one idea or many.

Cameron has stated that a
belief in the future of southern
California, and particularly in
the strength and growth of
Palm Springs, has dictated his
choice of area for the mammoth
project on a 12-acre site on
South Palm Canyon drive. Now,
he feels, is the time—at the
very inception—to give persons
in the Palm Springs sphere an
opportunity to help share in
the shape and philosophy of
things to come.

ALREADY ATTRACTING
state and nation-wide publicity,
the new shopping center is now
the subject of a series of in-
tensive surveys. Cameron, Wade
and C. C. Hutchins, manager
of Cameron's extensive oil prop-
erties, have just returned
from a statewide survey of
existing centers. An announce-
ment on the choice of archi-
tectural firms is expected in
the near future.

Cameron, who started his rise
to oil riches as a pumper in
an East Texas field, this year
moved his entire central office
operation to Palm Springs.

"WITH COMMUNICATION
and transportation facilities at
the high level that they are,
we felt it as easy to live and
work under the optimum con-
ditions of Palm Springs as
elsewhere," Cameron said. "I
think that we are only the
first of many corporations who
will find decentralization a
smart move for their central
staffs. I know that it hasn't
been a bad idea for us—our
business has never been
smoother or more profitable
than since our move."

**Villagers Attend
Veterans' Banquet**

Ruth and Dave MacClay were
in Los Angeles Thursday to
attend the annual banquet of
the California chapter of the
33rd Division War Veterans
association. He is a past presi-
dent of the association which
is the largest and oldest divi-
sional association of veterans
of World Wars I and II.

Obituary

ALVA RICHARD ESGATE

Alva Richard Esgate, on the
staff of Cahulla school, died
Saturday morning at Desert
Hospital after an illness of six
days. He had been a resident
of Palm Springs for seven years.
He is survived by his wife,
Nora Esgate, a daughter,
Gladys Fennell of Eugene, Ore-
gon, a brother, George Esgate of
Corvallis, Oregon and a sister,
Nellie Reefenberg of Rockaway
Beach, Oregon.

Funeral services were held
at 2 p.m. November 9 from
Wiefels and Son Chapel with
Dr. James H. Blackstone Jr., of-
ficiating. Interment was in
Palm Springs cemetery. Wiefels
and Son mortuary were in
charge of arrangements.

SYLVIA JULIA PATENCIO

Funeral services for Sylvia
Julia Patencio, 11-year-old
daughter of Mr. and Mrs. John
Patencio, 525 Sandy drive, will
be held at Our Lady of Guada-
lupe Catholic church at 9 a.m.
today, Monday, with the Rev.
Bernard Sheerin officiating. In-
terment will be in Palm Springs
cemetery.
Recitation of the Rosary was

at 6 p.m., Sunday, at the Paten-
cio home. Wiefels and Son
mortuary was in charge of
funeral arrangements.

Miss Patencio died at 9:45
a.m., Thursday, November 11, at
St. Bernardino's Hospital in
San Bernardino, following an
illness of five weeks. She had
been a life long resident of the
Village.

Survivors besides her parents
are two brothers, Joseph P. and
Ray Patencio of Palm Springs;
and four sisters, Pracilla Gon-
zales, Beverly, Winifred and
Ruth Elaine Patencio, all of
Palm Springs.

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**Film on Israel to
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This evening, at 8:15 o'clock,
monthly membership meeting
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will take place, and as part of
the program Yaakov Hilfer,
vice president of the Israel
Tourist Service Corporation,
who is visiting the United
States, will present a film on
Israel.

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and
PALM SPRINGS NEWS**

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Palm Springs News—Established 1935
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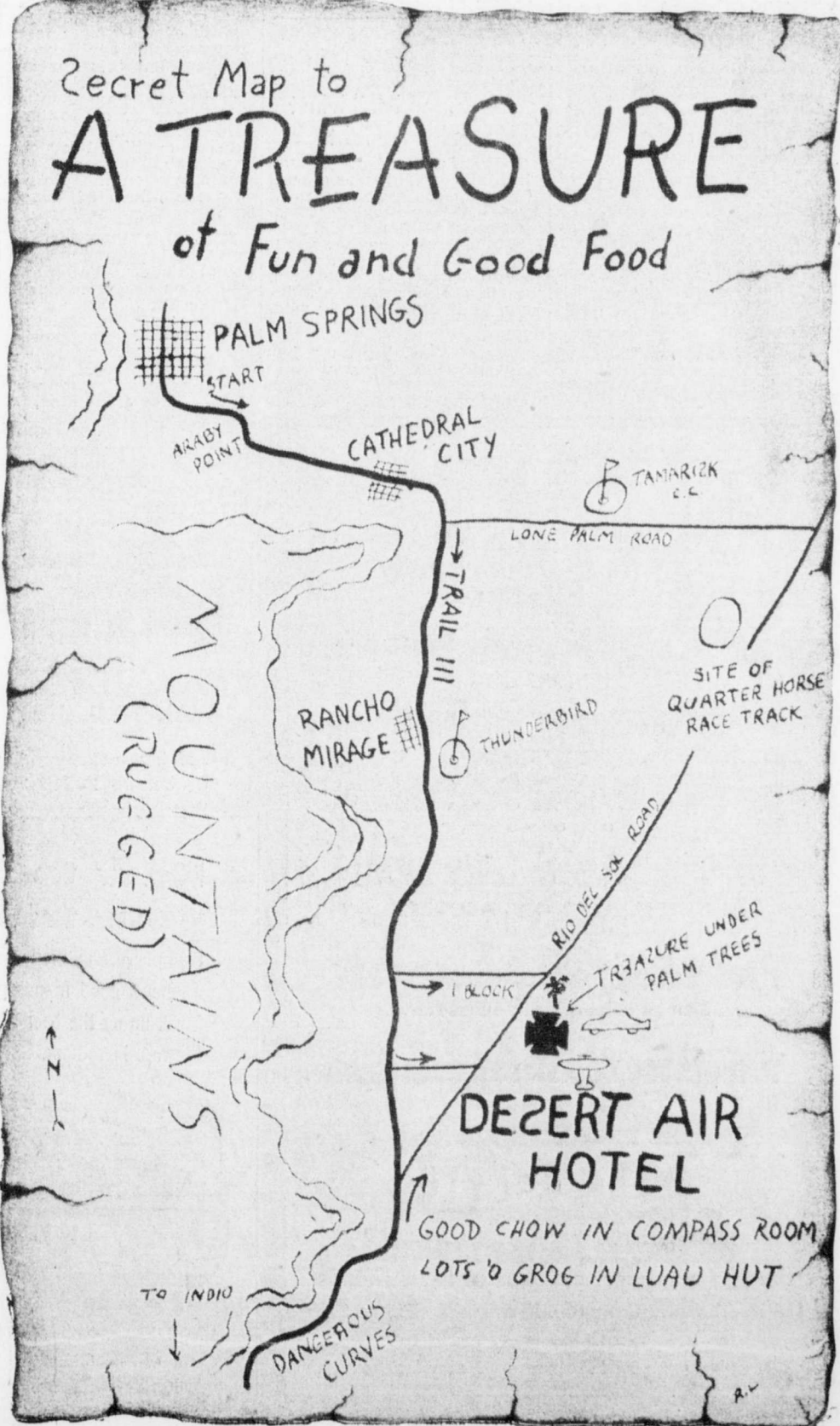
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Thunderbird Medal Play Starts Today

Leading Amateur Women Golfers to Compete this Week

Medal play in the fourth annual Ladies' Invitational Golf tournament at Thunderbird Country Club will start today, with 136 entrants scheduled to see action in the three-day 36-hole meet.

The tournament was preceded by a Scotch Mixed Foursome held Sunday.

PARTICIPANTS in the tournament will play two out of the three days, according to Mrs. Ruth Manseau, chairman of the event.

Among the many outstanding entrants are: Barbara Romack of Sacramento's Del Paso Country Club, national amateur champion; Ruth McCullah, Riviera Country Club; Gloria Fecht, Thunderbird; Alene Weissmuller, Lakeside Country Club; Peggy Rutledge, Los Angeles Country Club, and Dot Workman, San Gabriel Country Club.

SPECIAL EVENTS planned during the three days of play include: A golf clinic at 4 p.m., today, with Mickey Wright, Beverly Hansen and Helen Detweiler participating; A fashion show Tuesday afternoon, and an amateur show, cocktail party and dinner Wednesday following completion of play.

Defending champion is Miss Wright, but she is ineligible to compete as she recently turned professional.

Elks to Sponsor Turkey Shoot

Palm Springs Elks Lodge 1905 will sponsor a turkey shoot Sunday, November 21, from 8 a.m. until dark, at Araby Point, with the public invited to participate.

Competition will be with skeet, small bore and high power weapons and pistols.

The Desert Sun—4¢ and **PALM SPRINGS NEWS** PALM SPRINGS, CALIFORNIA Monday, November 15, 1954

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Start Basketball Practice Tonight at School Gym

Basketball practice for teams entered in the City Basketball League is scheduled to start tonight, Monday, at 7 o'clock in the high school gymnasium.

Practice sessions will continue each Monday and Wednesday night on the high school floor until the season gets underway. Anyone wishing to play the game is invited to attend the practice sessions.

Teams entered so far, Howard Haddock, city recreation director, said, are Desert Nite Hawks, Cravy's, Royal Aces, Twenty-nine Palms and Banning. More are expected.

O'Donnell Club Starts Weekly Best Ball Play

First weekly Best Ball Foursome of the Fall season was held Wednesday at O'Donnell Golf Club, with William Gargan, Ed Janss, Fred Duffey and C. E. Swithenbank putting together a net 53 for top honors.

The event is held every Wednesday, starting at 9 a.m., on a "choose-up" basis, under the direction of Pro George Howard.

Taking second honors in the initial meet were Ed Silverman, Earle Strebe, Buddy Morris and B. F. Shearer with a 56.

Two foursomes tied for third with 58s, William Reichel, Dr. S. McCleod, Gordon Prentice and Glenn Thomas, and Paul Aust, J. H. Adamson, L. J. Schmolli and W. H. Mulhern.

Turf Club Case in Court Friday

Hearings in the Palm Springs Turf club suit against the California State Racing board to obtain a thoroughbred race track permit for Palm Springs, are scheduled to be resumed Friday in county superior court.

Judge John Gabbert, who heard the first arguments, continued the case to November 19 at which time a decision is expected on who will pay for the cost of transcript to be submitted to court. The transcript is of the hearing before the racing board earlier this year on the local group's application for a permit.

The application was denied and the Palm Springs Turf Club went to court to seek a reversal of the decision.

Final Day

Overseas Mail Must be in by Tonight

Today is the last day on which to mail Christmas parcels to men in the overseas armed forces of the nation. Postmaster Merritt Williams said, "Wrap them securely according to mail regulations and get them in today if you want to be sure they'll reach their destination by the holidays," he said.

LOSES CAR KEY Loss of a car key on a key ring was reported to police Thursday by Dorothy Wiener, 336 North Palm Canyon drive.



(Desert Sun Photo) **ALVIN HARRISON**, speedy elusive Palm Springs back set a new local scoring record Friday night when he crossed the Beaumont goal line five times for 30 points. Harrison (22) is pictured on one of his end runs which proved so effective against a weak but stubborn Beaumont team. The team's mark of 46 points also set a new school record.

ALVIN HARRISON LEADS INDIANS TO ROMP OVER BEAUMONT, 46-7

Football fans Friday night were treated to the greatest local offensive exhibition in the history of Palm Springs high school, by an individual and a team, as the Indians defeated Beaumont 46 to 7.

Alvin Harrison, All-League back a year ago, virtually clinched honors again by crossing the goal line five times and racking up an impressive total of 146 yards by rushing in 14 carries for an average of more than 10 yards. This performance brought his average for the season to 6.1 yards.

THE SPEEDY BACK'S five touchdowns came on runs of 31, 14, 17, 20 and one yards, with four of the six pointers counted on end runs.

The 46 points scored by the Indians was seven more than the old record of 39 scored against St. Bernardine's in a practice game in 1950.

Besides the touchdowns

From Page 1—MORE ABOUT

LIONS

does not provide for equal power of the three branches of the government, he said.

Most of the power rests in Congress and it will be when Congress lets this control go, that our freedom will be periled. He urged that more attention be paid in our schools to the constitution.

In a significant statement, he said that there are 240 billion people on the globe and only one billion of these are free.

SEN. DILWORTH recently won third prize in Freedom Foundation of Valley Forge contest on "What is Our Constitution For?"

Winner of the contest was President Dwight Eisenhower and second place went to former president Herbert Hoover. At Thursday's meeting of the club, Herbert Samson, vice president and manager of the local office of the Citizens bank, was program chairman and introduced the speaker.

President Jimmy Cooper presided.

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scored by Harrison, John Laster and Chuck Martin each crossed the goal line. Four extra point attempts were good, two on passes from Harrison to Jimmy Judd, and the others on line plunges by Manuel Montoya and Bob Sproule.

IT WAS AN EASY victory for the Indians as the statistics easily illustrate. They racked up 312 yards rushing compared to 23 for the Cougars, and netted 60 passing compared to 96 for Beaumont.

Palm Springs scored one touchdown in the first quarter and then exploded for 20 in the second to take a 27 to 0 halftime lead. Beaumont's lone score came in the third period on a 21-yard pass from John Sommercamp to Bill Salinas.

From Page 1—MORE ABOUT

WESTERN

sored by the Rotary Club of Palm Springs, Dr. A. G. Hoff, president, and Dr. William Aiken ram-rod-ding tickets.

Helen Portnoy, Palm Springs, Elks Club, sponsors, Dick Mabrey, president and Dick Mabrey heading the ticket sellers. Pauline Reagan, of Palm Springs, sponsored by the Palm Springs Post of the American Legion, Bill Scharf, commander, and Charlie St. George, ticket sales.

MARY KAY HUGHES, of Palm Springs, sponsored by the Palm Springs Junior Chamber of Commerce, Don Miller, president, and Warren Strebe, pushing rodeo ticket sales.

Pat Newlin, sponsored by the Cathedral City Chamber of Commerce, Carl Jackson is the organization's president. Ben Scott will be chief of ticket sales to help Miss Newlin toward the crown.

Winnette Andrews, of Palm Desert. She will be sponsored by the Palm Desert Chamber of Commerce with president Lee Odle in charge of her ticket sales.

ESTHER BENNETT, of Desert Hot Springs. To be sponsored by the Desert Hot Springs Chamber of Commerce. President Gib Holloway will handle ticket sales.

Sandra Tevis, daughter of one of America's alltime great polo families, Miss Tevis will be sponsored by the Rancho Mirage Chamber of Commerce. Boyd Andrews is both president and ticket sales chairman.

In addition to the grand prize to go to the queen—a registered four-year-old quarterhorse mare—which goes to the queen, there will be a number of prizes for the princesses.

PARADE CHAIRMAN Warren Coble reports that entries for

with the Indians coming back with 19 points in the final quarter.

Reserves saw much of the action in second half play.

THE WIN GAVE Palm Springs a 4 and 2 record for the season, with the game here against San Jacinto next Friday night closing play.

Title hopes disappeared as Elsinore and Hemet battled to a scoreless tie, and Coachella routed Banning 38 to 7. The three teams are now tied for the lead with four wins, one tie and a loss. In the other game, Perris edged San Jacinto 6 to 0.

Besides San Jacinto here Friday, Coachella plays at Hemet, Elsinore at Perris, and Banning at Beaumont.

Chamber Board Nominations to be Made Tonight

There will be a meeting of the nominating committee for the annual election of the board of directors of the Chamber of Commerce, tonight at 7 o'clock, at the chamber offices to select twelve candidates to fill the vacancies on the board. Fred Ingram, manager of the Bank of America, Dave McGahey, attorney, Dan McGowan, owner of Pepper Tree Inn, Stan Jaloff, of the Beachcomber Shops, and Earle Strebe, of Plaza Theaters, have been appointed as nominating committee with Strebe acting as chairman of the group.

The candidate elected to replace O. A. Torgerson, who resigned, will serve on the board for one year. The other six vacancies will all be for the usual two-year term.

the Saturday parade are coming in rapidly, with some of the finest parade horses and tack in Southern California represented.

Rodeo events entries are also brisk, assuring stiff competition. Applications should be made to Western Week headquarters at Rasmussen's Saddlery at 1151 North Indian avenue, Telephone 5414. Entries close Wednesday, November 24.

On Wednesday night of Western Week, the Queen will be crowned at the big dance at the American Legion hall. Tickets are a dollar a person.

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Youths Arrested After Capers at Football Field

A 17-year-old youth was arrested on a charge of malicious mischief under the juvenile code, when he was discovered by Sgt. William Lux at the football field Friday night in the act of breaking an aerial off a car. Investigation revealed that six other aerials had been damaged.

The youth implicated a 23-year-old man, Albert Terrones, who was arrested early Saturday morning on violation of the alcoholic beverage control act, furnishing liquor to a juvenile.

Another youth was arrested at the football field on a charge of drunkenness and suspicion of petty theft. Police started their search for the 16-year-old Banning youth upon complaint of the Beaumont bus driver, who told of the youth using his car in a game of tag with the school bus.

In the boy's car was found two quarts of beer and a pint of wine, and four hub caps discovered to have been taken from a car at the football field's parking lot.

Blood Bank Visit at Hospital Today

Robert Henwood, administrator for Desert hospital, reminded Villagers this morning that the November visit of the Riverside-San Bernardino Two-County Blood Bank will be made in Palm Springs at the hospital, from 11 a.m. to 1 p.m., today.

He urged a Thanksgiving season donation of a pint of blood to the bank.

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CLOTHING TAKEN

Theft of clothing and cosmetics, together with \$8 in cash and a \$70 check, was reported to police Friday by Betty Fisher, 417 West Arenas road.

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IRWIN SCHUMAN has again booked a sell-out show of glamorous entertainment for the Starlite Room of the Chi Chi, according to press reports. Headliners are Allan Cross and Henry Dunn, acclaimed as America's foremost song stylists who come to Palm Springs direct from the famed Chez Paree in Chicago. For comedy and unusual music, Danii and Genii Prior are on the bill after a successful engagement at the Sands hotel in Las Vegas. And one of the most unique act to hit Palm Springs is Lottie Bruno, the world's greatest girl juggler, who won acclaim for herself just recently at the Desert Inn in Las Vegas.

The Desert Sun—5c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, November 15, 1954

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Citrus 2-4131
Attorneys for Estate
IN THE SUPERIOR COURT OF THE
STATE OF CALIFORNIA IN AND
FOR THE COUNTY OF LOS ANGELES
No. GLP 3316
**NOTICE OF SALE OF REAL
PROPERTY AT PRIVATE SALE**
In the Matter of the Estate of CHARLES
ROBERT COLLINGWOOD, also known
as C. R. COLLINGWOOD, Deceased.
Notice is hereby given that the under-
signed will sell at private sale to the
highest and best bidder, subject to con-
firmation of said Superior Court, on or
after the 16th day of November, 1954,
at the office of Hasbrouck & Melby, 102
North Brand Boulevard, 620 Security
Building, Glendale 3, in the County of
Los Angeles, State of California, all the
right, title and interest of said deceased
at the time of death and all the right,
title and interest that the estate of
said deceased has acquired by operation

of law or otherwise, other than or in
addition to that of said deceased, at the
time of death, in and to all the certain
real property situate in the County of
Riverside, State of California, particu-
larly described as follows, to-wit:
Lot 13, Block 139 of SANTA CAR-
MELITA UNIT No. 14 as per Map
thereof recorded in the Office of the
Recorder of Riverside County, page
82-83 of Book 18 of Maps, County of
Riverside, State of California.
Lot 14, Block 115 of SANTA CAR-
MELITA UNIT No. 12 as per Map
thereof recorded in the Office of the
Recorder of Riverside County, page
79 and 80 of Book 18 of Maps, County of
Riverside, State of California.
Lot 15, Block 115 of SANTA CAR-
MELITA UNIT No. 12 as per Map
thereof recorded in the Office of the
Recorder of Riverside County, page
79 and 80 of Book 18 of Maps, County of
Riverside, State of California.
8 shares of Santa Carmelita Mutual
Water Company stock, 2 shares appur-
tenant to each lot above described.
Lot 128, Unit "A" of Country Club
Heights at Lake Elsinore in the County
of Riverside, State of California, as
per map thereof recorded in Book 16,
Pages 58-60-61 of maps in the office of
the County Recorder of said County.
Terms of sale, cash in lawful money
of the United States on confirmation of
sale. Ten per cent of amount bid will
be deposited with bid.
Bids or offers to be in writing and
will be received at the aforesaid office
at any time after the first publication
hereof and before date of sale.
Dated October 26, 1954.
333—Desert Sun, Nov. 1, 8, 15, 1954.

**CERTIFICATE OF BUSINESS
FICTITIOUS FIRM NAME**
THE UNDERSIGNED do hereby certify
that they are conducting a Masonry
Contractors business at 664 Camino Real,
Palm Springs, California, under the fic-
titious firm name of Palm Springs Con-
struction Co., and that said firm is
composed of the following persons, whose
names and addresses are as follows, to-
wit:
Fausto Iosue, 664 Camino Real, Palm
Springs, Calif.
Josephine C. Iosue, 664 Camino Real,
Palm Springs, California.
WITNESS their hand on this 27th day
of October, 1954.
FAUSTO IOSUE
JOSEPHINE C. IOSUE
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
On October 27, 1954, before me, the
undersigned, a Notary Public in and for
said County and State, personally ap-
peared Fausto Iosue, Josephine C. Iosue,
known to me to be the persons whose
names are subscribed to the within in-
strument and acknowledged that they
executed the same.
WITNESS my hand and official seal.
FRED C. WEIGEL
(Seal) Notary Public in and for said
County and State.
My Commission expires Aug. 11, 1958.
355—Desert Sun, Nov. 1, 8, 15, 22, 1954.

NOTICE OF PUBLIC HEARING
Notice is hereby given that a public
hearing on the proposed Palm Springs
Ordinance Code and the adopting or-
dinance will be held at the hour of 8:30
o'clock p.m., on Tuesday, the 7th day
of December, 1954, at the regular meet-
ing of the City Council of the City of
Palm Springs, in the City Hall Building
known as No. 1240 McCallum Way.
Copies of the proposed ordinance code
are on file with the City Clerk of the
City of Palm Springs, and are open to
public inspection.
Said proposed code is a codification of
such existing ordinances of the City of
Palm Springs as are of general interest
and permanent in nature. The purpose of
said proposed code is to make such
ordinance provisions conveniently avail-
able to the officers and employees of the
City, and to the general public, in the
form of a reference book.
All of the provisions of the "Sales and

Legal Notices
Use Tax Law" (being Part 1 of Division
2 of the Revenue and Taxation Code of
the State of California), as amended and
in force and effect on October 1, 1949,
except the provisions thereof pertaining
solely to the "Use Tax," and except
sections 6951, 6952, 6953, 6956, 6957, 6958,
6959, 6970, 6971, 6951, 6952, 6953, 6955,
6951, 7052, 7056, 7057, 7101, 7102, 7103,
7151, 7152, 7153, applicable to sale of
property at retail, having been incor-
porated by reference in Ordinance No. 219,
as likewise referred to and incorporated
in Chapter 28 of said Ordinance Code,
said Chapter being a codification and
continuation of said ordinances.
Dated this 10th day of November, 1954.
LOUISE MCCANN
City Clerk of the City of
Palm Springs, California
309—Desert Sun, Nov. 15, 1954.

**CERTIFICATE OF PARTNERSHIP
DOING BUSINESS UNDER A
FICTITIOUS FIRM NAME**
Civil Code Sec. 2466-68
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
We hereby certify that we are partners
transacting business at Indio and Barona
Rd., Highway 111, Palm Springs, Calif.,
County of Riverside, State of California,
as co-partners under a fictitious name,
to-wit: Desert Isle.
We further certify that we are the
sole owners and proprietors of said busi-
ness. Our names in full and place of
residence are as follows:
Adolf Bremer, Jr., 2555 Indio Rd., Palm
Springs, Calif.
Mary Bremer, 2555 Indio Rd., Palm
Springs, Calif.
IN WITNESS WHEREOF we have here-
unto set our hands this 5th day of
November, 1954.
ADOLF BREMER, JR.
MARY BREMER
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
On the 5th day of November in the
year one thousand nine hundred and
fifty-four before me personally appeared
Adolf and Mary J. Bremer, known to me
to be the persons whose names are sub-
scribed to the foregoing instrument and
they acknowledged to me that they
executed the same.
WITNESS my hand and the seal of my
office this 5th day of November, 1954.
(Seal) Notary Public in and for said
County and State.
My Commission expires Aug. 11, 1958.
363—Desert Sun, Nov. 8, 15, 22, 1954.

**CERTIFICATE OF INDIVIDUAL
TRANSACTION BUSINESS UNDER
FICTITIOUS FIRM NAME**
No. 6391
I, the undersigned, do hereby certify
that I am transacting business at 650
N. Palm Canyon Drive, city of Palm
Springs, State of California, under a
designation not showing the name of the
person interested in such business, to-
wit: DESERT INTERIORS.
Place of residence: 475 Via Miraleste,
Palm Springs, California.
ANN ST. CLAIR
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
On the 14th day of October, 1954, be-
fore me, personally appeared Ann St.
Clair, known to me to be the person
whose name is subscribed to the fore-
going instrument and she acknowledged
to me that she executed the same.
WITNESS my hand and seal at my
office this 15th day of October, 1954.
(Seal) Notary Public in and for the
County of Riverside, State of
California.
317—Desert Sun, Oct. 25, Nov. 1, 8, 15,
1954.

**CERTIFICATE OF PARTNERSHIP
TRANSACTION BUSINESS UNDER
FICTITIOUS FIRM NAME**
No. 6579
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
We, the undersigned, certify that we
are partners transacting a general ad-
vertising, publicity and promotional
business, at 128 N. Ash Street, in the
city of Blythe, State of California, under
the fictitious name of PALO VERDE
VALLEY ADVERTISING COMPANY.
The names in full of all the members
of said partnership and their respective



(Desert Sun Photo)
AT TRAILER RALLY — More than 2000 persons were in attendance at "the largest and most successful trailer show" ever staged in Palm Springs. Ken Whitman, his son Ken, Jr., and Ray Forbes, center, were photographed following a meeting to discuss the success of the rally. Whitman, Sr., reported that this was the first show in which there was such strong co-operation between all segments of the trailer industry. Having been in the trailer business for many years, Whitman said that beyond a doubt, Palm Springs has the finest and most beautiful trailer parks in the world. Over 25 manufacturers were represented at the show.

Legal Notices

residences are as follows, to-wit:
Roy C. Young, residing at 211 S. Ash
Street, Blythe, California.
Mary L. Moore, residing at 211 S. Ash
Street, Blythe, California.
WITNESS our hands this 22nd day of
October, 1954.
ROY C. YOUNG
MARY L. MOORE
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
On the 22nd day of October, 1954,
before me, personally appeared Roy C.
Young and Mary L. Moore, known to me
to be the persons whose names are
subscribed to the foregoing instrument
and they acknowledged to me that they
executed the same.
WITNESS my hand and seal at my
office this 22nd day of October, 1954.
(Seal) Notary Public in and for the
County of Riverside, State of
California.
My Commission expires March 29, 1956.
365—Desert Sun, Nov. 8, 15, 22, 29, 1954.

**CERTIFICATE OF CORPORATION
FOR TRANSACTION OF BUSINESS
UNDER FICTITIOUS FIRM NAME**
The undersigned corporation does here-
by certify that it is conducting a Hotel
Business located at 1880 North Indian
Avenue, Palm Springs, California, under
the fictitious firm name of DESERT
RETREAT HOTEL, and that said firm
is composed of the following corporation,
whose principal place of business is as
follows:
PILGRIM BANK MOLDS, INC., 1580
North Indian Avenue, Palm Springs,
California.
Witness its hand this 13th day of
September, 1954.
By Mitchell E. Cooper, President
John A. Beber, Secretary
STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
On this 13th day of September, A.D.
1954, before me, the undersigned, a
Notary Public in and for said County
and State, residing therein, duly com-
missioned and sworn, personally appeared
Mitchell Cooper and John A. Beber,
known to me to be the persons of the
corporation that executed the within in-
strument on behalf of the corporation
named, and acknowledged to me that
said corporation executed the same.
In witness whereof, I have hereunto
set my hand and affixed my official seal
the day and year in this certificate first
above written.
(Seal) LAURICE TRIPPE
Notary Public in and for said County and State
My Commission expires May 28, 1958
345—Desert Sun, Oct. 25, Nov. 1, 8, 15,
1954.

**CERTIFICATE OF PARTNERSHIP
TRANSACTION BUSINESS UNDER
FICTITIOUS FIRM NAME**
No. 6391
I, the undersigned, do hereby certify
that I am transacting business at 650
N. Palm Canyon Drive, city of Palm
Springs, State of California, under a
designation not showing the name of the
person interested in such business, to-
wit: DESERT INTERIORS.
Place of residence: 475 Via Miraleste,
Palm Springs, California.
ANN ST. CLAIR
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
On the 14th day of October, 1954, be-
fore me, personally appeared Ann St.
Clair, known to me to be the person
whose name is subscribed to the fore-
going instrument and she acknowledged
to me that she executed the same.
WITNESS my hand and seal at my
office this 15th day of October, 1954.
(Seal) Notary Public in and for the
County of Riverside, State of
California.
317—Desert Sun, Oct. 25, Nov. 1, 8, 15,
1954.

**CERTIFICATE OF PARTNERSHIP
TRANSACTION BUSINESS UNDER
FICTITIOUS FIRM NAME**
No. 6579
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
We, the undersigned, certify that we
are partners transacting a general ad-
vertising, publicity and promotional
business, at 128 N. Ash Street, in the
city of Blythe, State of California, under
the fictitious name of PALO VERDE
VALLEY ADVERTISING COMPANY.
The names in full of all the members
of said partnership and their respective

Legal Notices
residences are as follows, to-wit:
Roy C. Young, residing at 211 S. Ash
Street, Blythe, California.
Mary L. Moore, residing at 211 S. Ash
Street, Blythe, California.
WITNESS our hands this 22nd day of
October, 1954.
ROY C. YOUNG
MARY L. MOORE
STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
On this 22nd day of October, 1954,
before me, personally appeared Roy C.
Young and Mary L. Moore, known to me
to be the persons whose names are
subscribed to the foregoing instrument

**The most
sensational
sandal in
America!**
Riveras
by Ripon
Completely washable.
In six delicious shades
\$295
Ray's
PALM SPRINGS
222 N. Palm Canyon Dr.

LLOYD N. SIMON
The Man from Equitable asks—
What happens to your family if...?
YOUR FAMILY... Today your paycheck keeps it shel-
tered, clothed and fed. But, should you die, will they
continue to have the basic needs of life?
To help you provide for your loved ones' welfare,
Equitable offers a wide variety of Family Security
plans from which to choose. Costs are low. For more
information call...
Lloyd N. Simon
P.O. BOX 286
PALM SPRINGS, CALIFORNIA
LET THE MAN FROM EQUITABLE BRING YOU PEACE OF MIND

Joe de Francis at Beck Office

Walter G. Beck, builder and
realtor of Newport Beach and
Whittier, announced this week
that Joe de Francis has been
appointed sales manager for
the new desert area office of
the Beck Construction Company,
at 505 North Palm Canyon
drive.
Beck has purchased a lot in
Deep Well Estates and another
in Los Palmas on which he is
starting immediate construc-
tion of quality homes. Webb
Savage is the engineer and
estimator for the local office
of the company which has been
building in southern California
for the past twenty years.

TO MEET NOV. 23
City council will hold its next
meeting at 8 p.m., Tuesday,
November 23, in the council
chambers at the city offices.

Religious Science Lectures Resumed

Douglas Jones Bintliff, pastor
of the Religious Science church
at Fontana last night delivered
the second in a series of lec-
tures at Palm Springs Youth
Center.
He will speak Sunday nights
at 8:15 at the Center during the
season.

Round the World
Duraclean
Keeps furnishings NEW

Carpets and Furniture
CLEANED IN YOUR
OWN HOME
Phone
Palm Springs 2456

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Paving "Driveways to Highways"
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• • • • •
JANIS & SULLIVAN
P.O. Box 74 Palm Springs Phone 2680

Joy to Address Local Rotarians

"The Unused Power of Radio
and TV" will be explained to
members of the Palm Springs
Rotary Club Wednesday by a
top-ranking Pacific Coast net-
work newscaster, Dick Joy.
Joy is a former Palm Springer
who in 1946, with his partner,
Don McBain, started the present
desert affiliate of the CBS radio
network, KCMJ, Palm Springs.
He is now news director of the
Los Angeles Broadcasting Com-
pany's KFAC, the "music sta-
tion," and is also featured on
the Columbia Pacific Network's
half-hour Sunday news presen-
tation, "Sunny Desk," which
has a listening audience esti-
mated at 5,000,000 each Sunday
afternoon.
Joy will start his vacation in
Palm Springs today (Monday).

WITNESS my hand and seal at my
office this 22nd day of October, 1954.
(Seal) Notary Public in and for the
County of Riverside, State of
California.
My Commission expires March 29, 1956.
365—Desert Sun, Nov. 8, 15, 22, 29, 1954.

El Mirador Hotel
WILL PLAN YOUR PARTY
IN OUR
Beautiful
South Pacific Room
Arrangements as you wish them made
LUAUS — SPANISH DINNERS
BANQUETS
plus all the entertainment and decorations
Allow our experts to arrange
Your Party

EL MIRADOR HOTEL
PALM SPRINGS, CALIFORNIA
"Beneath the Tower of the Stars"
Telephone 2044

Rattan Furniture Factory Close Out!



**We have just purchased the entire factory
surplus of a Rattan Manufacturer who is
moving his factory.**
So this is a genuine opportunity to
BUY QUALITY RATTAN FURNITURE
at a fraction of the regular cost
Hurry to get your choice
of these grand bargains!
Maher Furniture
64-239 Dillon Road North Palm Springs
PHONE DESERT HOT SPRINGS 4-2616

Portable Phonograph Stolen from School!

Theft of a portable phonograph valued at \$90 was reported to police Wednesday by Paul Summers, business manager of the Palm Springs Unified School District.

California's World Famous Resort—
HOTEL Miramar
AND BUNGALOWS
Where Wilshire Blvd. Meets the Sea
SANTA MONICA, Calif.
Overlooking the Blue Pacific. Luxurious hotel guest rooms, apartments, charming bungalow suites—all with bath. Heated swimming pool. Ample free parking.
From \$8.
Joseph Massaglia, Jr., President
William W. Donnelly, Manager

HOTEL SENATOR
SACRAMENTO, California
Hotel EL RANCHO & Bungalows
GALLUP, New Mexico
Hotel RALEIGH
WASHINGTON, D. C.
Hotel BOND
HARTFORD, Connecticut
Hotel SINTON
CINCINNATI, Ohio
World-famed hotels
Teletype service—Family Plan



(Edward Canby Photo)
AT DESERT INN — Mrs. Grace Adams East, well known in the social world in many cities of the nation and abroad, is the new social director at the Desert Inn.

Mrs. Grace East Social Director at Desert Inn

Mrs. Grace Adams East arrived at the Desert Inn this past week to assume the role of social director.

A former concert musician, and later a musical and travel lecturer, Mrs. East has circled the globe several times in her career and then settled down in the San Francisco bay area to take an active role in club work.

Her background has fitted Mrs. East well for her new situation, where she will plan social events and musical programs for the guests at the Desert Inn.

She said that this year, more than ever, the Inn wishes to extend its hospitality to Palm Springs residents and their guests as well as to Desert Inn residents, since the hotel is amply equipped to accommodate such activity.

Mrs. Milly Lund and her son-in-law and daughter, Mr. and Mrs. John Hardy of Westchester were weekend guests of Mr. and Mrs. R. F. Graettinger, 450 Avenida Olancho.

Village Historical Data to be Preserved at Library

Response to the proposal that old records and pictures of Palm Springs and its residents be preserved and exhibited at Welwood Memorial Library, has been excellent to date, according to Councilwoman Ruth Hardy, who with City Clerk Louise McCarn, has been active in instituting this program.

City council last week appropriated \$400 for purchase of a fireproof cabinet to store donated articles and pictures, and also to defray expenses until a Historical Society has been organized.

Pictures and articles relating to the early days of Palm Springs, and also items of current history, will be appreciated, Mrs. Hardy said. Anyone having any stories or pictures of interest may con-

tact Mrs. Hardy, Mrs. McCarn, or Miss Dorothy Bear at the library.

Second Square Dance Tuesday

Second weekly Square Dance of the Fall season sponsored by the city recreation department will be held Tuesday evening from 8 to 11 at the Polo Grounds Pavilion, Director Howard Haddock said.

The first was well attended. Continuance of the dances is related to the interest shown. Everyone is invited to attend and participate in the dancing, Haddock said. Admission is by donation.

Parents Pay to Prove Costly

Parents of four youths aged eight to 11 were notified Wednesday afternoon that they have a bill for repairs to a roof. The boys were discovered by a neighbor of Marie Blue, 530 West Tahquitz drive, to be rolling and throwing large stones at the latter's residence. Police investigated and discovered several tiles on the roof had been damaged.

RING IS LOST

Loss of a star sapphire platinum-set ring valued at \$650 was reported to police Wednesday by Harry Charnas, 475 The Palms.

WINDOW BROKEN

Malicious mischief, breaking of a window at the J. W. Robinson Company, 163 North Palm Canyon drive, was reported to police Wednesday morning by Tom Kieley.

STOP!

Don't buy any '55 car
until you see the All
New 1955 Mercury

Coming Thursday, December 2

Sun Classified Bring Quick Results

In Palm Springs IT'S SENTINEL 3 TO 1

Magnificent in sight and sound Sentinel is literally pleasure packed to bring you hours of delight. It is value-packed to give you more for your money than may seem possible!



Among the many in the Palm Springs Resort Area using Sentinel TV — with or without the TV cable — have this to say about Sentinel television sets:

LA SIESTA BUNGALOWS

We bought Sentinels after comparing them with other sets and because of their superiority in picture quality.
Mrs. Ed Reinboth, Manager

VISTA DEL SOL

As far as the Vista del Sol is concerned it was Sentinel TV's 2 to 1.
Bu Herman, Owner

DEL MARCUS HOTEL

We selected the Sentinel TV because of its good reception and picture reproduction.
Eve Bakewell, Manager

BALI BALI in the Royal Palm Hotel

Our patrons love all sporting events. Sentinel above all other sets gave us the best reproduction of these programs and so therefore we chose them. They are trouble-free, too.

Al Herman, Owner

EL ENCANTO

Long before television came to Palm Springs we chose Sentinel television sets because of their high fidelity both in sound and the reproduction of the picture. We have them now in the El Encanto and in my home here in Palm Springs as well as in our home on Catalina Island.

Stanley Rosin, Owner

RACQUET CLUB

We enjoy good TV programs. Our club members do too. After comparison with other sets we chose the Sentinel TV sets for the Racquet Club because of its good performance.

Sherman Hull, General Manager

TAMARISK COUNTRY CLUB

We tested all TV sets for the best possible reception in our fringe area. We finally came to the conclusion that Sentinel TV was the best and we bought them. They are good, believe me.

A. E. Cadman, Managing Director

There are many other hotels and private homes who say the same about Sentinel television sets because there is none better.

WILL MEET OR BEAT ANY DEAL IN TOWN

Exceptionally Low Terms

Palm Springs Music Co.

Phone 6122

360 N. Palm Canyon Drive

CHOOSE YOUR FENCE

CHAIN LINK 10% OFF
NOVEMBER ONLY!

CHOOSE IMPERIAL
REDWOOD & SAVE

NOTHING DOWN
as little as \$7.50 a month

**IMPERIAL
FENCE Co.**
FREE ESTIMATES

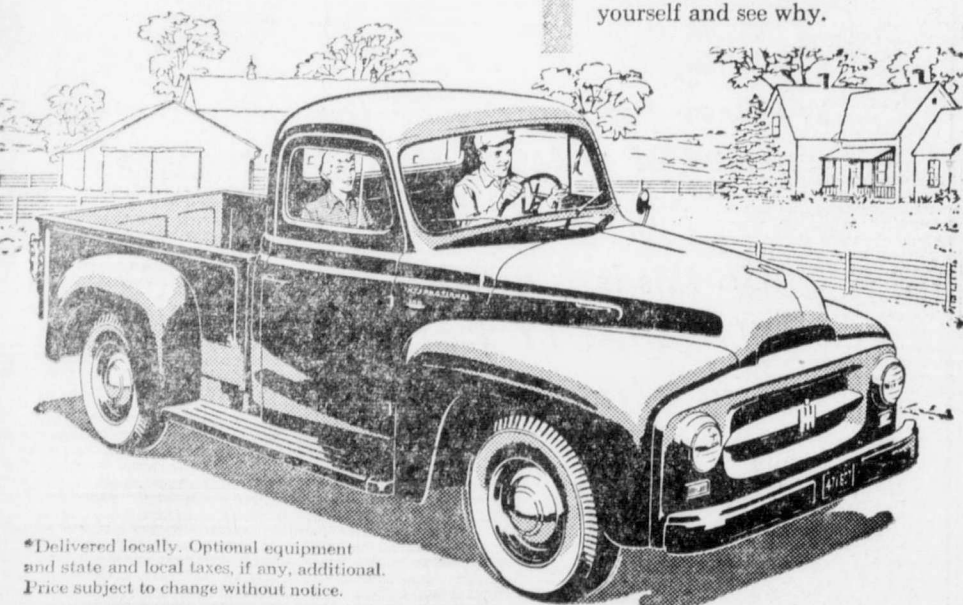
Call INDIO 7-3595
45-525 Smurr Ave.
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- Tubeless Tires, standard equipment!
- New Automatic Transmission, optional
- New Overdrive Transmission, optional
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Easiest to Drive Pickup
in the Lowest Price Field

Come in today and drive the pickup that handles more like an automobile. Drive it yourself and see why.



*Delivered locally. Optional equipment and state and local taxes, if any, additional. Price subject to change without notice.

Your trade-in may cover the down payment. Ask about our convenient terms.

Kenny Paul's Automotive Service
4675 E. Ramon Road Phone 2444

INTERNATIONAL TRUCKS
"Standard of the Highway"



RICARDO CORTEZ and his wife, who are here for a Palm Springs vacation, are pictured lunching at the Chi Chi. Cortez, long a movie favorite, has recently completed a TV program with Jack Carson.

Henry Busse Engaged by El Mirador

The third annual opening of the El Mirador Hotel has been set for November 20. Advance reservations indicate that this will be the most important ever held at the hotel. The grand opening of the El Mirador has always been the top social event of the season and this year it is going to be a real gala affair.

Henry Busse and his world famous 16-piece orchestra have been signed to play the music in El Mirador Room. Mr. Busse just completed a picture, "The Bridges of Toko-Ri," starring William Holden. In this picture Mr. Busse plays his classic song "Hot Lips" which he composed. Before coming to the El Mirador the maestro completed engagements at the Palace Hotel in San Francisco and the Chez Paree in Chicago.

The dress for the opening will be formal and semi-formal. Reservations are suggested and are being handled by Maitre D' Ken Nelson.

Prominent people coming include: Jack Benny, Dinah Shore, Bing Crosby, Bob Hope, Mr. and Mrs. William Perleberg, Lucille Ball and Desi Arnez, Ray Ryan, E. Roy Fitzgerald, Barbara Hale, Bill Williams, Margaret Field.



MIAMI MAYOR and Mrs. Harold Shapiro arrived in Palm Springs to find it raining... but they still liked it.

Season's First Rain is Greeting to Miami Mayor

Mayor and Mrs. Harold Shapiro of Miami Beach, Florida arrived in Palm Springs on Wednesday, Nov. 10, to be greeted by the first rain of the season. When interviewed at El Mirador hotel the Mayor, in spite of the rain, was most enthused by his first impressions of Palm Springs.

This is the second trip to California by the Mayor and Mrs. Shapiro. The Shapiro's first came to California to spend their honeymoon and a year later have returned to spend their vacation. For the Mayor of Miami Beach to spend his vacation in Palm Springs seems most useful information to our Chamber of Commerce!

A native of Milwaukee, the Mayor first visited Miami Beach as a member of the Armed Forces and liked it so well he returned at the end of the war and opened his law

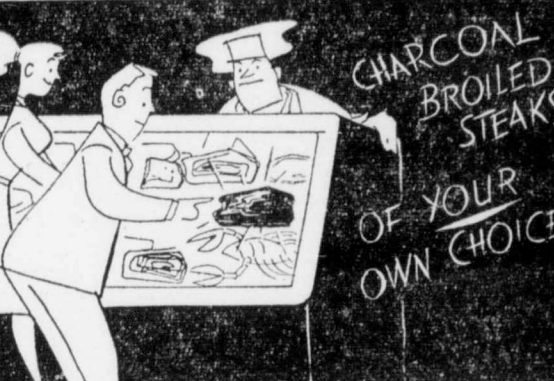
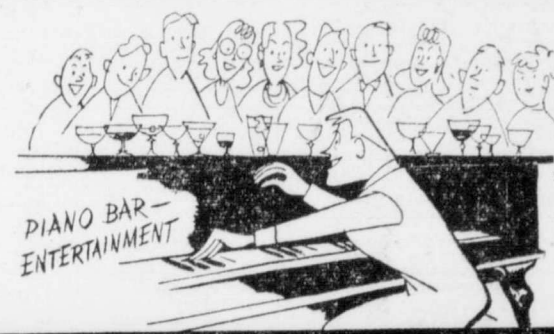
office. From tourist to Mayor in seven years tells the story of Harold Shapiro. He was elected to office by the greatest majority in the history of Miami Beach.

The Mayor was accompanied by his brother, Dr. Alvin Martin Sims, M.D., of Encino, California.

Mrs. Shapiro is a native of Israel and came to the United States to study physiotherapy to be used in the treatment of polio.

Dan Platkin of 910 Sunny Dunes road, has as his visitor Cantor Itzikel Schiffe from the congregation of Rodef Shalom in Los Angeles.

Unemployment isn't so bad. It's unincome that's killing. — Boston Globe.



Garden of Eatin' PALM SPRINGS
Biltmore
1000 INDIO ROAD PHONE 2357

THE DESERT SUN

and PALM SPRINGS NEWS

Page 1-b Palm Springs, California, Monday, November 15, 1954 2nd Section

Around Town

with Hildy Crawford

"The recuperative power of the desert, its ability to bring one closer to the eternalities of nature... the ever-shifting forms of sand and the shadows of the mountains... with the sun on your back during the day... the warm silk-soft air of the night on your face... have caused thousands of people to move into the area around Palm Springs... and make it their permanent home..." writes Irving Stone... in his article on California in the December issue of Holiday... He goes on to call the desert "one vast kaffeeklatsch"... with everyone friendly and helpful...

I like, too, what he wrote about... "When you live with the vastness of sky and sun and mountain... with the magnificent panorama of changing pastel colors... vivid purple sunsets... skies so thick with stars you can reach up and pick them like grapes... you stop worrying about Molotov, Chou En-Lai, hydrogen bombs, McCarthy, income taxes... you become instead, in your simple way... a philosopher"

We Have Fun

Besides philosophy the desert inspires some of the better gags... Like when Tommy Soderburg arrived Friday night coming in from Spokane... a stagecoach of friends met her plane... Trav and Willie Rogers, Bill and Mary Gargan, Nancy Sinatra and her youngsters... Bobbie Perlberg, Billie Kenaston and Mary Hurrell... made up the merry crew... Arriving on the same plane was Preston Estep...

Mrs. Derwin Bailey arranged a surprise birthday party Saturday night... for Helen Lapp... at Helen's hilltop home Rock Point... About 35 friends enjoyed the barbecue dinner... and the cowboy songs of Tex Kidwell...

Mrs. George Roberson arrived home Wednesday from Honolulu... where she has been visiting their daughter Louise Schilling... for the past three weeks...

Intriguing is a letter from Red Arrow Lodge at Tomahawk, Wisconsin... and pictures of the North Woods and the fish-laden waters of Lake Alice heightened the interest... The note was from Duane L. Krull, owner-manager, to tell me that he and his wife arrive in Palm Springs about Friday... They have been coming here every winter for almost 20 years... and have recently purchased a house here on Sonora... thus enjoying what they term "the best of summer and winter climate... and the contrast of the desert and the North Woods"... He writes that they are having early snows and the lake is beginning to freeze up... and that is why

they are heading for the land of sunshine...

Dinner Guests

Dick and Edith Edwards were hosts at a Thursday night dinner at the Sea Horse... entertaining Major and Mrs. Reuben Fleet... and the E. K. Bishops of Aberdeen, Washington... Mrs. Bishop is Major Fleet's sister... The Bishops, who are the Fleet's houseguests, are only here for a short time... but expect to return for a longer stay after the holiday season.

Same night, same place... Mr. and Mrs. Bill Edris... and

the Paul Hoffman party... which included Mrs. Hoffman, and her two sisters Miss Alice Hauger and Mr. and Mrs. Dudley Figgis... and the William Deans...

Jack Webb (Sgt. Friday) and Dorothy Towne (TV actress)... Cy Howard and Gloria Grahame (here for a belated honeymoon at the Racquet Club)... were a foursome at Don the Beachcombers... Bud and Lee Bachold were hosting Richard Ettinger (of the Prentice Hall publishing company) and the Waltah Clarkes to coffee grogs...

Harold Lloyd Jr. is spending a few days at the family home here... on leave from the Air Force... and was chatting with Sperm Hull at the Racquet Club the other evening... Ida Lupino and her daughter Bridget have extended their stay for another week... and the Dean Jagers arrived Thursday for a fortnight's stay.

At The Tennis Club this weekend were Louella Parsons... and Jimmy McHugh...

Early Birds

Although invitations have not yet gone out for it... the Golden Nugget Ball... to be held at El Mirador on January 9... promises to be a wallop success... as around 275 couples have already sent in money for reservations... Freddy Karger's orchestra will play for it... and Waldo will again stage a fashion show at the luncheon that is also a

(More on page 3b)

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates).

November 15
P.S. Lodge No. 693, F & AM, Past Masters Night, Masonic Temple, 7:30 p.m.
P.S. Chapter D.A.V., Legion Hall, 8 p.m.
Palm Springs Woman's Club, clubhouse, 2 p.m.

November 16
Back to School Night, Cahuilla P.T.A. school cafeteria, 7:45 p.m.
Sociologists, Chi Chi Starlite Room, noon.
Kiwanis Club, El Mirador, noon.
OESA Club, Hotel the Oasis, 12:30 p.m.
Owen Coffman Unit 519, American Legion Auxiliary, Wars Memorial Hall, 8 p.m.
Job's Daughters, Masonic Temple, 7:30 p.m.

November 17
Desert Chapter RAM, special convocation, Masonic Temple, 7:30 p.m.
Rory Club, Tennis Club, noon.

November 18
Lions Club, Chi Chi, noon.
Elks Lodge No. 1905, lodge hall, 8 p.m.

November 20
Gala Opening dinner dance, El Mirador.
Jaycee Variety Show, Palm Springs Playhouse, 8:30 p.m.

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Permanents designed
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Silver Blonding
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Formerly original hair stylist with Bullock's Wilshire, originator of the Caprice, internationally known short contour hair style.

Elara Kenyon
Evelyn Coleman

Jo Ann Sale
Receptionist

The New Oasis Building

121 So. Palm Canyon Drive

Phone 2276

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For Girls & Boys
Open Monday, Tuesday,
Wednesday and Friday
from 3 to 6
Ballet & Tap
670 Calle Palo Fierro
For Information
Phone 6939

Formal Opening

El Mirador HOTEL

Saturday, November 20

Featuring—

HENRY (HOT LIPS) BUSSE
AND HIS ORCHESTRA

Attend this

GALA OPENING PARTY

Reservations Suggested

Phone 2044



El Mirador HOTEL

"Beneath the Tower of the Stars"

PALM SPRINGS, CALIFORNIA

AAUW Hears of Jewelry Handicraft

A display of hand-made jewelry and a talk on how it is made, by Mrs. Susie Cowling, adult education teacher, featured the Tuesday night meeting of the American Association of University Women at the home of Eleanor Hall. She was presented by Mrs. Frederick Watson, program chairman.

Mrs. Claude Gottschalk did a good selling job on season tickets for the Palm Springs Playhouse and Virginia Gamble gave an informative talk on the work of the Welfare and Friendly Aid.

Gayle Burns was named chairman of the A.A.U.W. Rummage Sale which will be held on December 4, with the location to be announced later.

Mrs. Jerry Bunker, president, conducted the meeting and welcomed Mrs. K. B. McCarthy, candidate for State vice president, who was a guest.

New members welcomed into the association were: Mmes. William Elliott, Joseph Furr, Len D. Owens, James Wolseth, and Misses Dorothy Hall, Elizabeth Nelson, Winifred Smith and Hazel Gross.

Social committee for the evening were Laura Greeley, Violet Watson and Blake Corliss.

Entertains for Houseguests

Henry Weinberger entertained at his home at 416 Hermosa Place Friday evening in honor of his houseguests Mr. and Mrs. Milton Lipper of Beverly Hills.

Guests included Mr. and Mrs. Asher Levy, Mr. and Mrs. Lloyd Simon, Mr. and Mrs. Sam Greenfield and daughter Cecile Birkkrant, the Milton Josephs, John Connor, Mr. and Mrs. David Margolis and Mrs. Lee Frank.

Museum Director to be Speaker at Soroptimist Club

Dr. Clarence Smith of the Desert Museum, will be the speaker for Soroptimist Club, when it holds its regular luncheon meeting tomorrow in the Starlite Room at the Chi Chi.

Dr. Smith will speak on the topic "The Desert Museum and its Place in the Desert."

President Lucille Johnson will conduct the meeting.

Bridge Tea Draws Crowd

The annual benefit bridge tea given by the American Legion Auxiliary of Owen Coffman Unit No. 519 on Veterans Day at The Desert Inn, was enjoyed by many of its members and guests.

Small cakes and cookies were served with tea and the afternoon was spent in playing bridge and canasta.

Afternoon prize winners were: Mmes. Roy Burton, Bea Martinson, Maud Laurance, Vera Gordon, William Lippman, Marie Barker, Margaret Dye, Monte McNearney.

Also: Mmes. Ruth Langford, Walt Adams, Ray Baur, Mary Storrs, Wanda Richards, Catherine Gentry, E. J. Soward, Dorothy Carlin, Petite Prichard, A. T. Engebretson.

Many Guests Return Year after Year

Among the many guests who are back at The Desert Inn for their yearly visit are Mrs. John White of Chicago and Mrs. B. F. Newhouse of Minneapolis.

Mr. and Mrs. John Merlink of Gates Mills, Ohio, who have rented a home here in former years, have decided to make the Inn their vacation home for this season.

Down for the weekend are Mr. and Mrs. Carter Ludlow of Los Angeles. He is assistant to Lynn Spencer, society editor for the Examiner.

Other guests include: the Claude Petersons of San Francisco (he is a vice president of Southern Pacific); John Elliott and family of Alhambra; and Miss Lee Muir, who is here from Seattle for a stay of several weeks.

Also: Mr. and Mrs. Lynn Gillham (he is manager of Alisal Ranch); Mr. and Mrs. E. L. Cotton, of South Miami, Florida; Dr. and Mrs. Castleberry Custer of Los Angeles.

Auxiliary Meets Tuesday Evening

The regular meeting of the American Legion Auxiliary of the Owen Coffman Unit No. 519, will be held tomorrow evening at the Wars Memorial Hall, at 8 p.m.

At the beginning of the meeting the Auxiliary will join the American Legion to hear a talk on "Communism."



CAST AND CREW for the Jaycee variety show, "Palm Springs, U.S.A." to be presented at the Palm Springs Playhouse Saturday night, were busy painting sets this week. At work, left to right, are Maurice Smith, Flo Ambler, Roz Bronstein, Bill Foster, Barbara Foster, Marion Eicher, Mel Bren.

Hostesses Plan Style Show Parties

The Mickey Finn Youth Foundation will benefit from the Harpers Bazaar Fashion Charity Luncheon which will be given Saturday, November 20, at the Racquet Club. Harpers Bazaar has chosen what they consider the most important designers in California for this show.

This should be one of the most glamorous and fashionable shows. Among the patronesses and well-known society hostesses entertaining for the event are: Mrs. G. Ray Gilliland, the former Elsinore Machris; Mrs. Owen Churchill; Mrs. Russell Wade, Mrs. Jack Kenaston, Mrs. William Malouf, Mrs. Al Hunt, Mrs. Thomas Fleming, Mrs. Bertine Treat, Mrs. Edward Fallgren, Mrs. John McClure, Mrs. Oliver B. Jaynes, Mrs. Monte Herbert, Mrs. Harry Joe Brown, Mrs. Charles Becker, Mrs. Jacqueline Cole, Mrs. Samuel E. Taylor, Mrs. Ernest Pagano, Mrs. Lester Sellig, Miss Jeano Bailard.

The distinguished patrons who will lend their support to this very worthy cause are none other than that popular Texas oil man Ray Ryan and millionaire sportsman and oil man George Cameron Jr.

Internationally-known TV and screen star Charles Farrell will be master of ceremonies, a chore which he does so well. Dorothy Gray will sponsor the show which will be coordinated by Lee Anderson.

The hats and accessories will be by Rex of Beverly Hills. The designers chosen by Harpers as California's best representatives will fly their own models down from Beverly Hills and show the gowns which Harpers Bazaar will feature in the big California issue. The foremost California designers chosen by them are: Addie Masters, Pat Premo, Marjorie Michael, Spectator Ltd., Adele of California... which will all go to make a very spectacular and glamorous show to aid the Mickey Finn Youth Foundation, a non-profit, non-sectarian charity for underprivileged boys.



DOROTHY LANGE, who teaches in the Thousand Palms School, will be a Christmas bride.

Teacher to be Married During Yuletide Holiday

Culminating a school-time romance, the engagement and approaching yuletide marriage of Miss Dorothy Lange, of Palm Springs and Hillsboro, Kansas, to D. Dale Schapansky of Reedley, California, has been announced by Miss Lange's parents, Dr. and Mrs. P. R. Lange of Hillsboro, Kansas.

The bride-elect is the teacher of the Thousand Palms School in Thousand Palms, coming to that position this past September. She has attended Tabor College in Hillsboro, Kansas, the University of Colorado in Boulder, and Westmont College in Santa Barbara. Prior to her present teaching position, Miss Lange taught for two years in the Tampa, Kansas public schools.

Mr. Schapansky is the son of Mr. and Mrs. D. F. Schapansky of Reedley. He also attended

Past Presidents to be Honored by Desert Guild

Past presidents of the Desert Guild of Palm Desert are to be honored by the membership at the Guild's first meeting of the 1954-55 season to be held at the Shadow Mountain Club on Thursday, November 18 at 12:30. This will be a luncheon followed by the regular business meeting at 2 p.m.

Past president who will be the Guild's honor guests are Dr. Minnie Burden, Mrs. Robert Ellsworth, Mrs. Charles Hill and Mrs. Leland Quirk.

E. P. McKanna will speak on the subject, "How Many Deserts Are There?" To each of us the desert has its special meaning, message and appeal, thus the desert has many faces depending on what we see in it and this will be the gist of Mr. McKanna's talk.

A special invitation to attend the luncheon is extended to all new residents and visitors. Reservations for the luncheon must be made by Tuesday, November 16, through Mrs. James Easley and Mrs. E. R. Blades of Palm Desert, or Mrs. Rosamund RePose of Rancho Mirage.

Job's Daughters Elect Tomorrow

The semi-annual election of officers will take place at the meeting of Job's Daughters to be held tomorrow night at 7:30 at the Masonic Temple on Ramon road.

Beverly Yager, Honored Queen, will preside at the meeting, which will be followed by refreshments.

All Job's Daughters are urged to attend this important meeting.

Cahuilla School to Hold Back to School Night

Back to School Night for parents of Cahuilla students will be held tomorrow night at 7:45 p.m. starting with a short assembly in the school cafeteria. Parents, whether members of the P-TA or not are invited to attend.

Mrs. Alma Gilbert, school principal, will introduce faculty members. Under the sponsorship of the P-TA, this annual event features classroom visitation and gives parents an opportunity to get acquainted with their children's teachers and see what is planned for the year's work. In addition, a movie will be shown. Refreshments will be served by the hospitality committee headed by Mrs. Joe Butler.

The Desert Sun—2b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, November 15, 1954

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Veteran Insurance Man Weds Here

Benjamin Gruben of New York, who has been with the Metropolitan Life Insurance company for fifty years, and Luella Comstock, daughter of Dr. Joseph B. Davis of Kansas City, were married on November 6 in the chambers of Judge Eugene Theriault.

The Grubens are staying at Sula Lodge on West Arenas and expect to be here for the winter months.

Tabor College in Kansas prior to his enlistment in the United States Air Force. A Staff Sergeant, his four years of duty with the Air Force will be up early in December of this year. He is at present stationed at Hamilton Air Force Base near San Rafael, California, having only last spring been returned from two years' service on Okinawa.

A Christmas Day wedding is being planned at Miss Lange's home church in Kansas, with her father officiating. The couple plan to make their home in Palm Springs.

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Thanksgiving is Topic for Club Talks

Palm Springs Toastmistress Club at their regular meeting Wednesday evening, were privileged to have Wilbur Mentzer, speech correctionist for the Palm Springs Unified School district, as guest evaluator of their meeting and their speaker of the evening.

Mrs. Herbert F. Hass, Tonic Mistress, chose the timely topic of "Thanksgiving" and the members participating in this discussion gave varied reactions to the observance of the holiday—from purely religious to fun and merriment derived in the gathering of families for a joyous feast.

Toastmistress Mrs. Clarence Brechlin introduced the speakers, Mrs. Arthur Magennis, who gave an amusing speech, "Al-ways wanted to move." Mrs. Allen Harris added a note of pathos by her story of "Brass Candlesticks" and Mrs. John Keefe urged "Thanksgiving" as a time for counting one's blessings.

Mrs. F. A. Morrison was cordially welcomed back and re-installed as a member, after having been away from the Club for about a year.

Guests of the evening were: Marjorie Anderson and Helena Mahani. Mrs. John Keefe, hostess, at whose home the meeting was held, served refreshments at the start of the meeting.

Since the next scheduled meeting date falls on Thanksgiving Eve, it was voted to adjourn the meeting to Wednesday evening, December 1. It will be held at the home of Rev. and Mrs. Wm. A. Blondon, 1135 Avenida Caballeros.

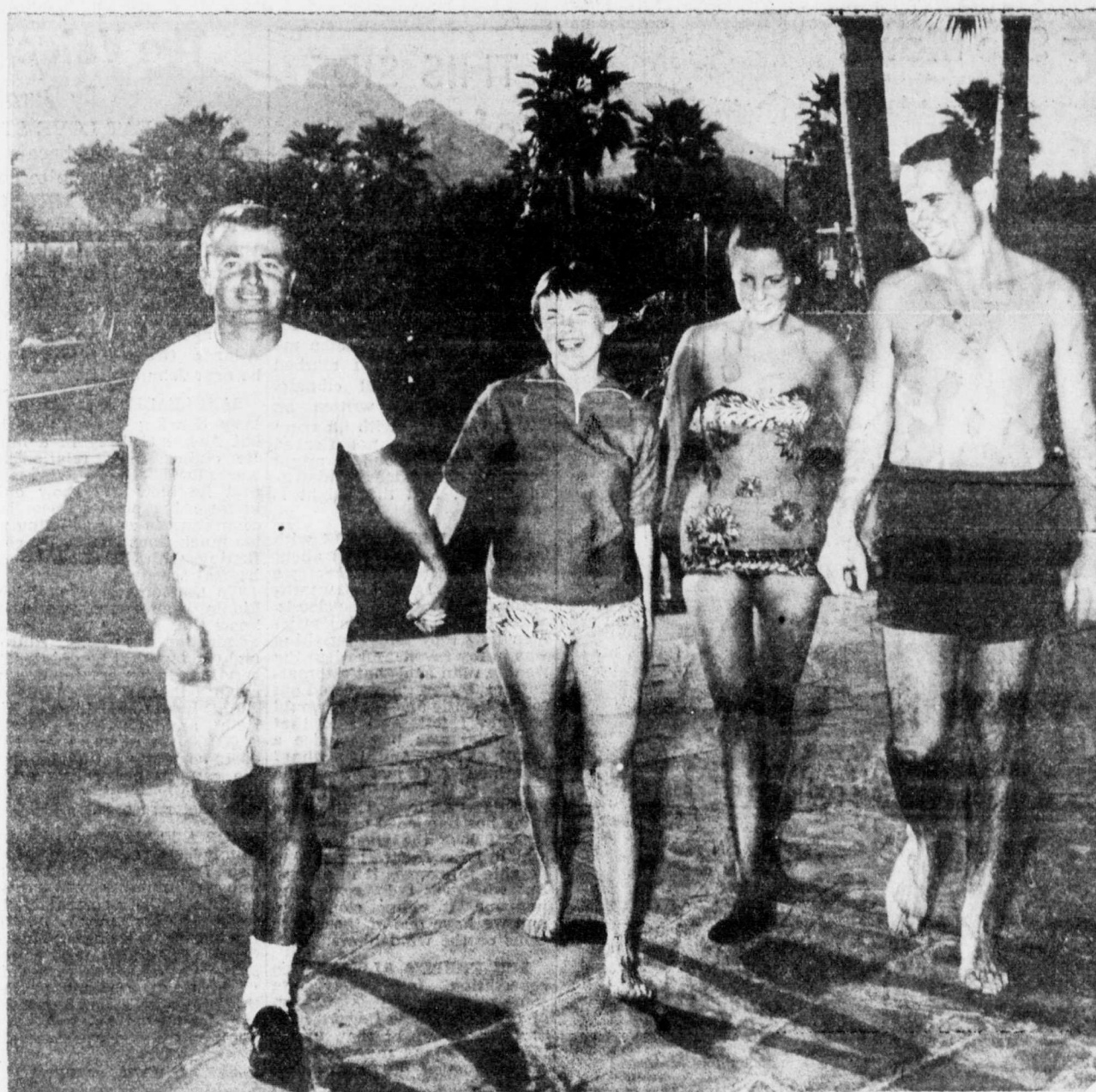
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DESERT YARDAGE

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(Lee Wenzlick Photo)
SUMMER IN NOVEMBER — Enjoying a summer day in the autumn at the Desert Air hotel was this foursome. Lt. Jack

May, Bess Anderson, Dian Friml and Lt. Bill Mayberry. The girls are both from Hollywood and the two men are with the United States Air Force, stationed at Yuma.

Around Town

feature of the Three Days in the Sun

A benefit for the Jimmy McHugh Polio Foundation... it will also support the Hollywood Cancer Clinic this year... Nina Anderton, president of the Polio Foundation, is in Europe... but will be back in time for the three-day affair... which is being coordinated by Vice President Lee Anderson...

Dr. Mace and Dorothy Gazda who had expected to be out here for Thanksgiving... probably won't be here until Christmas... as a Chicago flu bug bit Mace...

Visitors

Mrs. Della Gates... who recently reopened her Smoke Tree home... had as her weekend guest Mrs. Folsom Bonner of Los Angeles... Also with her is Mrs. Ann Hutchison

of San Mateo... who is spending a fortnight here...

Weekend houseguests of Ann Gougler at her Vereda del Norte home were the E. H. Griffiths of Laguna... and Mrs. Glenn Myers was with her last week...

Ann's son, Bob Treacy, who has been in business in Philadelphia... has been transferred to the West Coast... and has been with her for about a week... and her daughter Deirdre... whom she visited this summer in Honolulu... will be arriving in December... Deirdre is an artist and recently had a painting hung in the art academy...

Peggy Lester has opened her home at Thunderbird... and will be here for the winter... She had several weekend houseguests down for the Thunderbird tournament... including Gloria Fecht, Peggy Litchi and Ruth McCullah...

Savings & Loan Resources Show New Large Gain

A gain of 34 per cent in resources was registered by the Coachella Valley Savings and Loan Association during the 12-month period ending September 30, 1954, Neill Davis of Los Angeles, executive vice president of the California Savings and Loan League, revealed today.

Assets of the local institution now are \$4,975,991 which represents a gain of \$1,273,860 for September 30, 1953-September 30, 1954 period, William Smith, president of the CV Savings and Loan, said.

Total resources of California's savings associations now are \$3,151,840,632, Davis concluded.

Christmas Seal X-Ray Unit to be Here Nov. 29 to Dec. 2

Mrs. Marjorie Caylor, public health nurse for the Palm Springs area, announced yesterday that arrangements have been made for the annual visit of the Christmas Seal chest X-ray unit.

Free X-rays will be available to the public November 29 to December 2, inclusive. On Monday, Nov. 29, the schools will be served, including a follow-up on all positive tuberculin test reactors, high school seniors and teachers and other employees of the Palm Springs school district.

On the following Tuesday, Wednesday and Thursday the unit will be located in the center of the Village along North Palm Canyon drive.

Mrs. Caylor pointed out that while advances in modern treatment and newer methods of finding cases early had resulted in a lower tuberculosis death rate, TB still kills more people than any other contagious disease.

"Infection rates remain high, and over 100 new cases are discovered in Riverside county each year," she said, in urging

the use of X-rays as a means of discovering chest diseases in the early, more easily treated, stages.

It was pointed out that in recent months, screening X-rays made on the Christmas Seal X-ray unit had detected a wide variety of diseases, including tuberculosis, heart disease, cancer, and other chest abnormalities.

Bird Watchers to Organize Here

The Museum is planning a bird study group under the guidance of Robert Smart, of Palm Valley School.

Discussions, slides, movies and field trips are on the proposed agenda for this season.

All persons interested are asked to leave names and phone numbers at the Museum desk; time and place of the first meeting will be determined by the response and will be announced later.

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The Desert Sun—36 and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, November 15, 1954



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PUBLISHER'S CORNER

By Oliver B. Jaynes

GROWING WISELY AND WELL — All signs point to a rapid growth in the Palm Springs desert resort area. The steady pace of expansion slackened somewhat in 1953 and an upturn started early last spring. Building permits show a bit of gain over last year and an even greater increase during the next 12 months is in promise. Home building has continued at a rapid pace since last May. Some 20 new homes have been started within the last ten days.

Projected improvements fall into four different categories; those being considered by the city government, state highway department projects, additional school facilities and numerous projects which will be financed by private capital. Readers of The Desert Sun have been informed from time to time about the many improvements that have been under consideration but a review of them will help our people realize how rapidly Palm Springs is growing and how promising the future seems to be.

First and most important, of course, is the Mt. San Jacinto Tramway. Work on this vast undertaking which would bring to Palm Springs one of the world's greatest tourist attractions is being continued step by step, we understand and some definite word may be expected within the next few months. Conditions are believed to be quite favorable at this time with steel plentiful and the bond market good. It goes without saying that the building of the Tramway would open a new era of development of this entire resort section.

Plans for improvement by the city government as announced by Mayor Boyd recently include a new city hall, a municipal golf course, improvement of Ramon road from the high school to Indian avenue, enlargement of the sewer plant, a new fire alarm station, a new police station and extension of the palm planting project on Palm Canyon drive. We cannot expect to have all of these improvements at one time, of course, but they will be undertaken as rapidly as possible. The Mayor believes that a city hall should top the list but we go along with many others in the community who feel that a municipal golf course should be given first consideration. Finances for building of the course have been assured if the city obtains the land. There are several suitable sites and an effort should be made to obtain the needed land before prices go up anymore.

Projects already approved by the state highway department which will greatly benefit Palm Springs are the Banning by-pass on which construction will be started next year, the widening of South Palm Canyon drive from Ramon road to the vicinity of the Palm House which should also be started within the year and the resurfacing of Palm Canyon drive which will be done within the next sixty days.

The Palm Springs District School Board has under consideration right now enlargements and improvements of several of the existing schools, the building of at least one additional school and the possibility of an auditorium for the high school. These additions to our school facilities are very badly needed because of a large increase in enrollment. These improvements would have to be financed by a bond issue which will likely be put up to the voters in the early part of 1955.

Most indicative of the confidence which business interests have in the future of the Palm Springs resort area is the number of sizable development projects which have already been announced. Already under contract is the new post office building which Harold Hicks will erect on his property on North Palm Canyon drive. The huge hotel and business property development which George Cameron, Jr. will build on South Palm Canyon drive between Mesquite and the Tahquitz river will be the biggest single development in many, many years. Mr. Cameron's attitude of desiring to give the people of Palm Springs the facilities which they believe are most needed is a commendable one indeed. He has invited readers of The Desert Sun to suggest just what sort of place they would like Cameron Center to be and is going to give the person who makes what a board of judges believes to be the best suggestion a handsome reward of one thousand dollars. Several other sizable business property developments have been announced but plans are not complete. One involves a rather large project at the extreme north end of Palm Canyon drive, we understand.

In the area to the east of the city two new high class trailer parks have recently been built and there has been considerable development of business frontage between Cathedral City and Palm Desert. New residential subdivisions are being opened up in the vicinity of the Thunderbird and Tamarisk golf courses and also near Shadow Mountain Club in Palm Desert. Another big development out that way will be the building of the quarterhorse racetrack along Del Sol road for which a permit was granted by the horse racing board last summer.

Palm Springs has outgrown the quaint little village stage — continued growth could not be arrested even though some people would like to have it that way. The climate is too good and the area offers too many resort and recreational advantages. It is worth noting however, that much of the charm of the community has been retained by a wise city government which has carefully guarded the developments. Such a program should be continued so that as Palm Springs grows it's attractiveness and desirability will be enhanced rather than endangered.

TRY AND STOP ME

By Bennett Cerf

CAL WHIPPLE'S "Yankee Whalers in the South Seas" is chock-full of salty anecdotes. I particularly like the story of the cautious whaling captain who became embroiled with a British skipper and found himself challenged to a duel. The American, having the choice of weapons, decided on pistols, and proposed a dueling spot which he knew and his opponent did not. It turned out to be the crest of a hill. After mark-off twenty paces, the duelists couldn't even see each other, much less shoot!



A famed Westchester beauty named Mrs. Guggenheim was combing her golden tresses when the neighborhood plumber put in an appearance. "I understand," he chirped, "there's something in the house that won't work." "You understand correctly," agreed Mrs. Guggenheim. "He's upstairs reading in bed."

Thar She Blows!



CONFIDENT LIVING

By Norman Vincent Peale

Live Over the Top of Things

It is a basic principle of human psychology that to be happy in life one must be useful. And the reverse is also true, that to be really useful one must have the quality of joy. One of the most useful men I know, a young lawyer, often tells me, "I am happy in my work." That is one reason he does it so well.

"Joy?" you may ask. "How do I go about acquiring this joy?" Well, there are a number of ways. I see that there is a new pill being developed. It is claimed that it will lift your spirits without the nervousness and excitement which ordinarily goes with such medication. That would be something, wouldn't it, to carry a handful of joy raising pills around in your pocket and take one every time you feel depressed.

But, if you stop to think about it, that would be a superficial remedy. Joy and delight in life are not so much in the bloodstream and stomach as they are in the mind and heart, although physical feelings bear on it. But the fundamental procedure for making your life a joyful one is the attainment of a joyful attitude of mind.

When I began to write about this, I looked into a concordance to the Bible to see how many references there were to joy. I found so many texts dealing with joy that it took me fifteen minutes merely to read the list. The Bible is packed to overflowing with the mention of joy. I wonder how anybody ever got the idea that religion is dull and dour, sad and gloomy. People who think that must have something wrong with them to entertain fine joy in their outlook on life. Look into the New Testament and you will find that it commands, "Rejoice." And then, to make certain you understand its importance, it emphasizes the matter by saying, "And again I say, 'Rejoice.'"

It will be helpful to take those words and firmly plant them in your conscious mind until the idea of joy sinks into your unconscious. When that happens you will feel like rejoicing daily; you will be genuinely happy all the time. When you adopt that attitude of rejoicing you will naturally do those things which cause you to enjoy life and be useful. By this process something fine will happen to you that is best expressed in a phrase I got from a woman some time ago. She is a very gifted spiritual person, and her personality has a sparkle.

"There is a very stimulating quality about you," I said to her. "People find you quite inspiring. Could you put your philosophy of life into words for me?"

"Yes, I can," she said. "It's something I learned from a dear old colored woman years ago. She used to tell me, 'Live over the top of things.' What a wise suggestion—'Live over the top of things.'"

Both these women had an upward accentuation in their faith. There is real ascendancy and victory in that phrase, "Live over the top of things." Unfortunately too many people actually live under the bottom of things, bogged down and continually overwhelmed. And this is because in their thoughts there is no uplift. On the contrary, successful people live over the top of things.

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THIS SIDE of The Sun

By Phat

Now I'm really getting vexed. The way Ma Nature has me hexed.

It happened again last week! After resisting that impulse for weeks, it finally overcame me last Thursday and I blurted about our beautiful climate.

The article was written on Tuesday evening with an azure blue sky above, not flecked with a single cloud. I might have known. Wednesday dawned cloudy. And that night it rained.

BEFORE I LET LOOSE with those well-chosen words about what beautiful weather we were having, I consulted weather forecasts, scanned the clouds, asked certain rheumatic gentlemen how they felt. Everything was in my favor. And when the weatherman said that a threatening rainstorm had veered out to the Pacific and that it would be fair, I fell. And said that November was just as nice a month as May. And then what? It rained. And just when the mayor of Miami Beach was visiting us, too. That same thing has happened to me since 1941. I love the weather here and it is so frustrating not to be able to express it in essays. But whenever I do, something happens. It either clouds up and we have one of those rare rains or the wind blows.

BUT THERE'S ALWAYS this consolation. Into every life some rain must fall. And think of the desert wild-flowers next Spring! On top of that, in an effort to defend myself, think of the money the rain saved. At this time of the year when most people are planting new lawns, they are pouring hundreds of gallons of water daily on the spread fertilizer. That rain conserved those hundreds of gallons Thursday morning thus saving an aggregate of hundreds of dollars. Which everyone should appreciate but Harold Hicks of the Palm Springs Water company.

AND THEN there is another saving thought. No matter how cloudy it may get here on very rare occasions or how much moisture may fall from the skies, here in Palm Springs we always have the sun. On every newsstand and in the mails. To the few who may miss that, just dial 2249 and ask for circulation. But the thing that irks me is this. After weeks on end of bright sunshine and fair weather, one day it is overcast. And the casual visitor button-holes you and asks: "Is it always like this here?" Conducive to mayhem, that is. Now to leave the weather with this parting thought. I didn't mind the fact that Mother Nature crossed me up again and sent rain right after I raved about our perfect climate. I'm used to that. But I thought she was going a bit too far this time in that earthquake Friday morning. Even if it was just a gentle shake of a second or so.

IN A CERTAIN Palm Springs office works a beautiful girl. Let's call her Sally because that isn't her name. She was born a brunet but came to work one day last week a red-head. One of the facetious boys in the office thought to kid her and asked: "I wonder what's become of Sally?" and quick as a flash the red-head said: "She died." . . . And I liked that headline in the Los Angeles Times the other day over a story about the community Chest drive in the Los Angeles area. It set forth: **SWEATER GIRLS TO AID HOLLYWOOD 'CHEST DRIVE'.** . . . Race Horse Harrison is irked with me. I had his name as Harris not Harrison. Last week I said that as a member of the Chippewa tribe he was named Running Horse, but friends later shortened that to Race Horse. Also I said his last name was Harris. That was untrue. It's Harrison and I learn that the way he acquired it was when, as a representative of the Chippewas, he went to Washington to plead for his tribe. Benjamin Harrison was president at the time. So when they asked Race Horse his last name, he said "Harrison."

SPEED TRAPS are again the topic of much conversation since the state highway patrol is experimenting with radar to check speeds. Protests are coming in from motorists who believe their rights are being infringed upon. Well, I can't see why speed traps via radar are not all right. Police stake out spots where they believe they'll find a criminal, plainclothesmen are on the alert for potential slayers. Those are traps. While speed may not be the cause of most accidents, it is the cause of the most deaths when involved in accidents. A reckless driver is as potential a killer as a gunman. So why not stake out for him. And especially as this radar deal warns the driver of what he is getting into. The driver slows up when he sees a highway patrolman. Why not make him slow up when he sees a sign warning that the stretch of road he is on is on a radar screen? I'm in favor of plainclothes highway patrolmen armed, maybe, with movie cameras to get the evidence then and there.

And if my same luck which dogs me on the weather prevails here, I'll get a ticket to-morrow.

The Voice of Broadway

By Dorothy Kilgallen

THE GREAT LOVE STORY of the year can't — and won't be printed, because the heroine is royal and it would be unsuitable to name her admirer. But the romance is bringing cheer to the hearts of those close to her, for everyone loves her and is happy she has found the affection she needs.

Marilyn Morrison is doing the I-love-him-even-though-I-can't-get-along-with-him routine again. She just flew to Atlanta (from California) to be near Johnnie Ray.

BANDLEADER NEAL HUFF is busy denying reports that he left Arthur Godfrey in a huff. He claims their relationship was placid all the way, and that he blew the show only because his private recording commitments were gobbling up too much time, constantly conflicting with his Godfrey rehearsal schedule.

(In the same groove, Nelson Riddle wants the world to know that he has nothing but admiration for Betty Hutton, and the fact that he didn't stay very long in her employ doesn't mean a thing.)

NBC has offered Lincoln Kirstein and Chandler Cowles \$1,000,000 to organize an NBC opera company to travel around the country performing and—incidentally—selling the long-hair Victor records.

FOR A FELLOW who is "definitely" staying with baseball, Leo Durocher is holding an unusual number of earnest confabs with important Hollywood flicker men. . . . The fluctuating marriage plans of Charles Chaplin Jr. and actress Susan Cooke, which were "off" 10 days ago, are "on" again; this time with a Jan. 3 date set. But don't even bet last year's mink on the wedding's actually coming off.

The London company of "Bell, Book and Candle" is rocking with scandal. . . . You'll never believe this: Zippy Elaine Stritch of "On Your Toes" owns a doll collection! Nancy Walker is recuperating after an auto accident. . . . Fashion photographer John Rawlings has been talked into doing the cover for Grete Kellers' new record album.

THE DISTRICT attorney's office is checking on a swindle believed to have been pulled in the late Vito Marcantonio's political district with thousands of dollars reportedly raised for a memorial fund that will never reach any but Communist hands.

The big news out of Madrid is Orsen Welles' ill health. They say he collapsed on a street there—heart trouble. . . . Ex-champ Joe Louis plans to waltz down the aisle in February at the new Las Vegas hostelry.

NEW YORK CAVALCADE

By Louis Sobol

Jim Farley, Rube Goldberg, Ford Frick, Hank Greenberg, Mel Allen, Herman Hickman and the "Four Horsemen" of Notre Dame fame spent most of the evening at the impressive memorial tribute to the late Grantland Rice at Toots Shor's, going from table to table collecting autographs of sports celebs on the fly-leaves of their copies of Granny's book ("The Tumult and the Shouting").

Most interesting huddle was among Horace Stoneham, Dan Topping and Hank Greenberg — about respective drawing powers of their teams next season. Some sort of wager was made between Topping and Greenberg — while Stoneham merely grinned. . . . Stoneham then congratulated Hank — "Well, I see the Clevelanders finally beat the Giants today" — referring to the football game. . . . Joe E. Lewis grinningly told us he was ready for the biggest opening of his life — major surgery (at the Harkness Pavilion). . . . "I'm having a little trouble with my agent," he said. "The fool—he don't want ten percent of the cut this time."

Getting back to the Granny Rice dinner, a Triple Endorsement of the dais by Bill Corum as toastmaster. It could easily have veered over to the maudlin sentimental without his deft guidance. . . . Charlie Morrison of Hollywood's Mocambo preparing a deal in which he would head an exclusive hotel project in Las Vegas similar to the Racquet Club in Palm Springs. He saw former Mayor Bill O'Dwyer in 21. Told us he has never been in better health or felt gayer mentally. . . . Irving Berlin decided to join Irving Hoffman in the flight to Europe. Berlin will visit London and Paris and return in a few days to head for the Coast. . . . Edward Fields, who designed the plush rugs for Judy Garland's film "A Star Is Born," now has the commission to turn out the carpet for Liberace's first film "Sincerely Yours." Little piano figures will be woven into the design. . . . That was a murderous brawl around 2 a.m. on West 42nd Street just a few yards off Broadway. Five young hoodlums in a free-for-all. . . . Who's going to get—or did get—the sapphire blue mink that Ali Khan ordered from a local furrier (Milton Herman)—for a girl about five foot nine? Gene Tierney is about five foot five. . . . Ray Brock has turned out the best book of his career in "Ghost on Horseback" about Ataturk. . . . Pulls no punches. . . . Hy Gardner is tossing a party for all the

In spite of the growing popularity of canned and frozen fruit juices, most guys still like to squeeze their own tomatoes. —P.K. Sideliner.

American statesmen used to be noted for their backbone. Oh, well, a great many things seem to have slipped up lately. —S. S. Biddle.

When we were kids, ten cents was really big money. Wow! How times have changed! —Indiana Telephone News.

The Desert Sun—4b and **PALM SPRINGS NEWS** PALM SPRINGS, CALIFORNIA Monday, November 15, 1954

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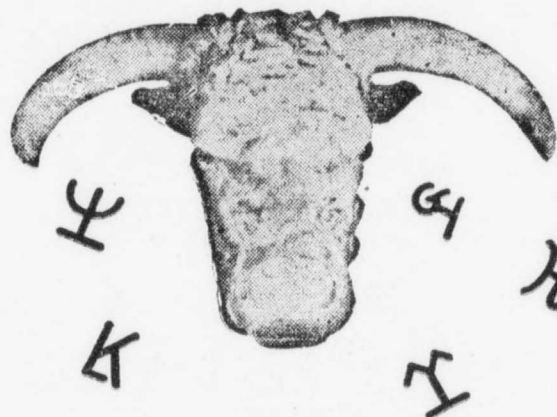
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DESERT splendor, richly fur-
nished home in beautiful des-
ert taste. 3 bedrooms, 2 baths.
Numerous charming features
that must be seen. 2 car gar-
age. Heated and filtered pool.
\$33,500.

INCOME — 5 units in most na-
tionally publicized part of
Palm Springs. You can live
in luxury and have good in-
come at the same time. Terms
\$45,000.

MARTHA JAMES

REALTOR

Milton Mack
445 N. Palm Canyon Dr.
Phone 2751

MUST SELL. Terrific deal for
owner manager, hotel apart-
ment center of Palm Springs.
Trade accepted, balance long
terms, contract. Brokers wel-
come. Owner resident 1145
Tachevah Dr., Palm Springs.

Real Estate—For Sale 35

John W. Williams

REALTOR
Associates ROSLYN LANG
CLAUDE W. GOTTBEHUET
DON WILLIAMS
423 N. Palm Canyon Ph. 3311

THE ESTATE OF F. V. Domke,
located at 1315 N. Indian Av.
known as the Palomino Apts.
Four units.

Real Estate — For Sale 35

Real Estate — For Sale 35

BUY OR BUILD

TALK TO GEORGE GANNON AND ASSOCIATES

BUY

\$2000 DOWN — \$88.14 month. New 2 bedroom, 1 bath Desert
Dream House. Close in. Full price \$11,250.

\$2500 DOWN, \$120 MONTH, new 3 bedrooms, 2 baths, fireplace,
furnace heat, large kitchen with dining area, large lot beau-
tiful view, immediate occupancy. \$15,750, full price.

1 BEDROOMS and den, 3 baths, large kitchen with loads of cabi-
nets, living room with separate dining area, service porch,
east and south patios, large walled corner lot. All this for
\$23,500 furnished. Excellent terms available.

1 BEDROOMS, 3 baths, 5 ton refrigerator cooler, carpeted and
tiled throughout. Hardwood floors, beautiful living room with
glass wall and sliding doors to lanai and patio. Large lot
completely walled and beautifully landscaped. Full price
\$32,500, terms.

INCOME
Being completed now — 4 spacious one bedroom apartments.
Excellent rental location near schools. \$4,500 down, \$182.59
monthly payments. \$24,975, full price.

BUILD

NEW HOME ON YOUR LOT

\$500 down, 2 bedrooms, 1 bath, carport, 911 square feet—\$7975.
\$1250 down, 3 bedroom, 2 baths, carport, 1384 square feet, \$12,750.
\$1250 down, 3 bedrooms, 2 baths, 2 car garage, 1511 square feet.
\$13,750.

MANY PLANS TO CHOOSE FROM — SEE AT OUR OFFICE
CASH FOR YOUR LOT

GANNON REALTY CO.

REALTORS

711 N. Palm Canyon Drive Phone 2772

Real Estate—For Sale 35

IN PALM SPRINGS

Smart to Buy

THRU
Murphy Realty

AMONG our wide variety of
listings of lots and homes,
small or large, we call your
attention to:

'Palm Canyon Frontage'
175 FEET on Palm Canyon x
504 feet, Zoned R-2 and C-1-E.
Ideally located and priced
right.

9—Las Palmas—9
LOTS
Prices range from
\$7500 to \$22,500

'Honey for the Money'
BEAUTIFULLY decorated 2-bed-
room, 2 bath new home. Good
location, furnace, coolers,
double garage, south patio.
Furnished \$25,500.

'Worth Thinking About'
OLDER 2 bedroom, 2 bath
home, 2 fireplaces, delightful
rumpus room. Big lot with
room for pool and guest
house. Asking price furnish-
ed \$17,500.

ALSO
Attractive Courts
FOR THE income investor in-
terested in small or large
property.

AND
Seasonal Rentals
OF ESTATES and lovely homes
with or without pools. Shown
by appointment only.

BEFORE YOU BUY
CONSULT
HAROLD E. MURPHY
Realtor

REED H. HUBBELL
MILDRED S. POTTER
Associates
of
Murphy Realty

Phone 5102
464 N. Palm Canyon Drive

MUNHOLLAND FOR VALUES

OWNERS MOVED, left keys
with us to sell their lovely
2 bedroom, 2 bath home. Car-
pets and drapes. Built in
stove and oven.
\$18,500

3 BEDROOM and DEN, Rancho
Royale area. Carpets and
drapes. Love the grounds. See
this Saturday or Sunday.

7 UNITS, grand location and
room for more. \$65,000.

Will build on your lot
1 bedroom home 850 square feet
\$5500.
2 bedroom and carport. \$7650.
2 one bedroom units, \$9500.
Also custom building, see plans
at our office.
We arrange financing.

AMY NELSON
REAL ESTATE
and associates
2277 N. Palm Canyon Drive
Phone 5254 or 4079

Thanksgiving

IS ALMOST HERE. If you act
now you will be able to cele-
brate by having your Thanks-
giving dinner in this very
nice 3 bedroom, 2 bath home.
It has a 2 car garage and is
situated on a completely
walled and landscaped lot
with a delightful view of the
mountains. The price is only
\$14,000 furnished or \$13,500
unfurnished, with a very rea-
sonable down payment.

WE ALSO have many other
good buys in improved prop-
erties, income and lots.

Ralph Weinstein

REALTOR
256 1/2 S. Palm Canyon Drive
Phone 2884

FURNISHED duplex and gar-
age. \$9500—\$2000 down. \$100
month. 5 room furnished
house, \$6840. Payments like
rent. Louis Venger, 3775 N.
Indian Ave. Ph. 5595 - 6060.
"All Men Are Brothers."

Real Estate — For Sale 35

Real Estate — For Sale 35

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nets, living room with separate dining area, service porch,
east and south patios, large walled corner lot. All this for
\$23,500 furnished. Excellent terms available.

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glass wall and sliding doors to lanai and patio. Large lot
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\$32,500, terms.

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Excellent rental location near schools. \$4,500 down, \$182.59
monthly payments. \$24,975, full price.

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NEW HOME ON YOUR LOT

\$500 down, 2 bedrooms, 1 bath, carport, 911 square feet—\$7975.
\$1250 down, 3 bedroom, 2 baths, carport, 1384 square feet, \$12,750.
\$1250 down, 3 bedrooms, 2 baths, 2 car garage, 1511 square feet.
\$13,750.

MANY PLANS TO CHOOSE FROM — SEE AT OUR OFFICE
CASH FOR YOUR LOT

GANNON REALTY CO.

REALTORS

711 N. Palm Canyon Drive Phone 2772

Real Estate—For Sale 35

IN PALM SPRINGS

Smart to Buy

THRU
Murphy Realty

AMONG our wide variety of
listings of lots and homes,
small or large, we call your
attention to:

'Palm Canyon Frontage'
175 FEET on Palm Canyon x
504 feet, Zoned R-2 and C-1-E.
Ideally located and priced
right.

FOSTER FEATURES

INDIO
Highway Frontage

Apartment zone.
150 foot frontage.
Will handle 16 units.
\$20,000

South Palm Canyon Corner.
Retail Business Zone.
135 foot Frontage.
\$27,500

San Lorenzo Road.
Residential Lot.
\$3500

View Lot — Araby.
Residential Zone.
\$1500

H. H. FOSTER

REALTOR
and Associates
Don Peake Valmah T. Price
William May B. J. Boyd
101 N. Palm Canyon Dr.
Phone 3553 or 5169

James Hammond

REALTOR
875 N. Palm Canyon Drive
Phone 5373

BEAUTIFUL, furnished ranch
type home, 4 bedrooms, 3
baths, pool. Completely
walled and beautifully land-
scaped in finest locality.

2 BEDROOM, 2 bath home and
guest house in desirable south
end location. \$24,950.

2 BEDROOM furnished house
with TV installed. \$14,500.

8 UNIT apartment with pool in
best hotel district. \$68,500.

FOR RENT, 6 units, 3 kitchens,
on Palm Canyon Drive. Can
be used as doctor's office.

Finest selection of rentals.

Associates
Esther P. Hammond
Eve Morgan Chas. Mathews
Marian Mathews Lisa Jones

SUPERB Desert Court

8 UNITS, redwood and stucco,
2 units with large stone fire-
places. 2 years old, insulated
tropical roof, 4 units with
kitchens, heated pool. Furn-
ished by Barker Bros. Lot
128x120, gorgeously landscap-
ed and walled. Really a buy at
\$70,000, terms.

A SUPERBLY planned desert
home in Tahquitz Estates.
Lot 100x100, 3 bedrooms, 2
baths, unit heat, attractively
decorated, wall to wall car-
peting, tropical roof. \$23,000,
terms.

WE have many good trades —
What have you?

David Applebaum

N. R. WILSON Associate
Realtors
326 S. Indian Ave., Ph. 5555

Open 12 to 5 p.m.

Friday, Saturday, Sunday
1470 S. CALLE MARCUS

BEAUTIFUL furnished home,
2½ years, 3 bedrooms, 3 baths,
heated and filtered pool,
34x18, large patio, fenced yard,
lot 100x100. Asking
\$42,500. May lease 1 year. Mr.
Billings, owner. Phone 5689.

Home or Income

2 BACHELORS, 1 single, 3 baths.
Studio rooms with high ceilings,
built by artist 6 years
ago; on large corner, paved
street, direct TV reception. A
terrific buy for only \$18,500.
For inspection call 4620.

FOR REAL ESTATE SEE

COL. WARD WOOLDRIDGE
Action and Honesty in
the Service To You
238 Indio Rd. Ph. 2360 anytime.

BETTER REALTY DEALS SEE

ADOLPH ISRAEL, REALTOR
671 N. PALM CANYON DRIVE

160 ACRES and house partly
furnished. Highway 74, 30
minutes from Palm Desert. Write
Van Sicker, 8685 Crescent
Drive, Los Angeles.

ARROWHEAD

LOVELY small Arrowhead
home, strictly modern, well
furnished, fireplace, furnace,
slightly view, extra lot, 1
block to P.O. and store. C. A.
Lee, 16 Beverly, Tramview
Trailer Park, P.O. Box X.

BANNING

LOVELY new 2 bedroom home.
Choice location, small down
payment, balance arranged.
\$75 monthly. Ph. Banning 9316.

BEAUMONT

5 ACRE RANCH with fruit or-
chard, 7 room house, patio, 2
fireplaces, blonde knotty pine
living and sun room, 3 bed-
rooms, 2 baths, oil burner,
overhead heating, electric
stove, dishwasher, guest
house — living room with
fireplace, bedroom, bath and
kitchenette, 3 other apart-
ments under one roof consist-
ing of one 5 room, one 4 room
and one single with shower
and kitchenette, 4 car garage,
lovely garden, lawn and
shade trees. \$55,000. Route 1,
Box 570, Woodland Drive,
Cherry Valley, Ph. Beaumont
2544 or Los Angeles, Arizona
72270.

CATHEDRAL CITY

Cathedral City

ROOMY 2 bedroom furnished
home on leased land. Block
construction, plastered inside.
Has automatic washer, new
car and full new paint job
inside. \$1000 down on full
price of \$4300.

\$6000

FURNISHED 2 bedroom older
home on corner lot, good lo-
cation. Has metal kitchen,
good refrigerator, gas stove,
etc. ½ cash.

HORSES OKAY — 2 bedroom
home on view acre lot over-
looking golf course, lots of
trees, etc. Priced at only \$11,
600, about ½ down.

1 BEDROOM HOME on R-2 lot,
\$5900, low down payment.

NEW 1 BEDROOM home on R-2
lot, \$7500, terms.

HIGH INCOME — LOW PRICE
THIS 50 foot lot has medical
building under lease and 4
small furnished houses. 4
Gross income \$370 per month.
Full price \$24,500, terms.

Jorgensen Realty

68-574 Broadway (Hiway 111)
CATHEDRAL CITY
Phone 8-3401 Home 8-4172

IF A GOOD BUY IN CATHEDRAL CITY

I KNOW IT

HOMES — LOTS — INCOME

34 years experience, buying,
selling or building. Let me
give you honest facts.
SPECIALS THIS WEEK

L.O.T. 105 x 130 — \$875. Also
120x160, Rancho Mirage.
\$1250

LARGE 2 bedroom, 2 bath, 3rd
bedroom easily fixed. Lots of
closets and cupboards, 100x-
190, facing 3 streets, double
garage, fence, trees. ½ cash.
\$14,500.

NEW 1 bedroom, VIEW galore,
tile kitchen and bath. Lot
walled, porch, unfurnished.
\$8750

2 BEDROOMS, 2 baths, sundeck.
Nice 100' corner. Close in. 7
years old. Good condition.
\$9750

5 UNITS, ½ acre, facing two
streets. Room to expand.
needs work but rented. Low.
\$13,000

RUTH BILES

56 Glenn Cathedral City
REALTOR

NEW attractive 2 bedroom fur-
nished home with TV. Good
location. \$7200 loan. \$75
month. Make an offer. Ph.
2727.

MOTEL on Hiway 111. Three
doubles, 2 singles. Room to
build. Lot 75x190. Low down
payment. Owner. Ph. 8-3353.

5 ROOMS, lot F, cabana section,
Tramview Trailer Park. Ph.
8-3752.

INDIO

BEAUTIFULLY new 2 bedroom
home and extra sleeping
house. 20 foot living room,
fireplace, 1½ baths, double
garage, nearly 1 acre, corner.
Terms. Must sell, make offer.
66 and Tyler, 1 mile east 99,
11 miles south Indio.

LA QUINTA

LA QUINTA
\$100.00 DOWN

U-FINISH INTERIOR—U-SAVE
See Model Corner
Hidalgo and Herrera

La Quinta open house
2 p.m. to dark—Fri, Sat, Sun.
on contact FRANK BELL
45-903 Diglet Noor
Ph. 7-3776 — Res. Ph. 7-7893
Representing

OMART INVESTMENT CO.
1111 West Foothill Blvd.
Azusa, California

TAMARISK C. C.

TRAILER COURT SITES

TWO potential sites on Hiway
111 near the new Blue Skys
Trailer court.

160 ACRES

Rapidly growing area.
\$40,000
LIBERAL TERMS

20 ACRES

Thunderbird area.
Small house.
Lots of water.
\$55,000

5 ACRES

Near Thunderbird Country Club
Water — choice.
\$15,000

10 ACRES

Adjoining Tamarisk C. C.
Ready for development.
\$37,500

PALM VALLEY REALTY CO.

WILLIAM G. PEACOCK
MIRIAM ALLEN
WREN TEVIS
JOHN NEWELL
Wonder Palms Road
and Hiway 111
Phone 8-3481
Also
431 N. Palm Canyon Dr.
Phone 2581 or 2586

RANCHO MIRAGE

APARTMENT HOTEL

COMPLETELY furnished, 10
rental units, 7 with kitchens.
1 manager's apartment. Heat-
ed pool, spacious grounds, land-
scaped. \$75,000, \$15,000
down.

Rancho Mirage

SALES OFFICE
ROY ST. LEON
71-811 Hwy 111, Ph. P.S. 8-3881

9 NEW UNITS Rancho Mirage,
4 kitchens, heated, protected
pool, bargain for quick sale,
some trade. Palm Springs
83238.

FOR SALE by owner, 1 bedroom
duplex in Rancho Mirage, 71-
793 San Jacinto Drive. Phone
Palm Springs 5594

1000 PALMS

NEW STUDIO house, \$6600, \$500
down. \$65 month. Owner C.L.
Crosby, 1000 Palms Date Gar-
den Drive.

GENERAL

INVESTMENTS

100% Chain Store Properties

SECURITY - FUTURE

YUMA, Arizona — 40"x140', new
building. Income. Between J.
C. Penney and S. H. Kress.
Sales price, \$100,000.

SOUTH PASADENA, California.
50"x140', unimproved, no in-
come. Between Thrifty and J.
Crosby. Sales price, \$25,
000.

EL CENTRO, California. 125'x
140'. W. T. Grant between
Sears Roebuck Co. and S. H.
Kress. Sales price \$375,000.

F. J. Malter & Co.

Investment Counselors

7-5521 Trinity 1871
Indio, Calif. Los Angeles

Exchanges 36

EXCELLENT TRADE
9 UNITS, 2 years old; 4 units,
location perfect; 7 units, the
best; 6 units, very good. All
have POOLS.

Bring your trades in.
No junk, please.

COL. WARD WOOLDRIDGE
238 INDIO ROAD
PHONE 2360 ANYTIME

WELL BUILT duplex, rented
but not leased, 2 garages, lot
faces 3 streets. Zoned for busi-
ness, also room to expand.
Take Trust Deed up to \$6500
down. Owner, Biles, 56 Glenn,
Cathedral City.

3 BEDROOM house, lot 100x90,
2 full baths, in Palm Springs
for Redlands or Long Beach
area. Write Desert Sun, Box
190, File M-3.

WILL TRADE Laguna Beach
view lot for desert property
S. L. Latschaw, 108 S. Mentor
St., Pasadena, California.

\$3000 DELUXE TRAILER, clean,
Want house or lot. Write De-
sert Sun, Box 190, File L-2.

Real Estate Wanted 37

FOR BEST RESULTS
List Your Property
With Adolph Israel
Realtor, 671 N. Palm Canyon

IN LAS PALMAS area. From
owner, 3 bedrooms. Under
\$25,000. Write details, Apt. 1,
1153 N. Palm Canyon Drive.

Business Rentals 38

NOW READY FOR LEASE

STORES in new Post Office
building in the hub of
Rancho Mirage. See or call
Roy St. Leon.

Rancho Mirage

SALES OFFICE
71-811 Hiway 111, Ph. P.S. 8-3881

STORE-OFFICE across from
Thrifty. Suitable for retail
store, doctor's office, Real
Estate, etc. 373 S. Palm Canyon
Drive. Phone 5286.

STORE, suitable for profession-
al purpose. Located in center
of town. 476 N. Palm Canyon
Dr. Phone 2289

Rooms for Rent 40

BACHELOR rooms for men.
Maid service. Reasonable.
El Mirador Garage.
1090 N. Palm Canyon Drive.

LARGE private rooms. Sleeps
2. Day, week, month. Reason-
able. Walking distance. Ph.
7080.

KITCHEN, refrigerator, panel ray,
scenic mountain view. Single
employed man. Alexander,
669 B St., Cathedral City.

WANTED, woman to share
home with widow and 2 sons.
Private room and bath. Call
evenings. Ph. 6446.

FURNISHED, large corner sun-
ny room, private entrance,
close in, reasonable. 330 No.
Calle Santa Rosa.

\$7 WEEKLY and up. Furnished,
kitchen privileges. Near air-
port. Phone 9973.

PRIVATE entrance and bath.
good beds, good district, clean,
quiet, colorful. Phone 6921.

ELEGANT room with private
entrance and bath, pool, close
in. Phone 3029.

LOVELY STUDIO room, own en- trance, cooking privileges. \$50 month. Phone 2473.

FURNISHED room, shower. Re-
fin'd couple or lady. Rancho
Mirage. Across from Desert
Air. Phone 83368.

\$15 WEEK UP, Center of town.
Spacious grounds. Pool and
TV. Phone 4093 or 5372.

2 LARGE lovely rooms, each
with private bath and en-
trance, best district. Ph. 6223.

ROOM — Gentleman prefer-
red. Private entrance. El Mi-
rador district. Phone 4516.

FURNISHED rooms, 1 kitchen
apartment. Heated pool, by
the month or season. Phone
3250.

1 room kitchenette for 2.
336 Paseo El Mirador
Phone 5385

For Sale or Rent 41

564 CALLE ABRONIA, 2 bed-
rooms furnished. Call Los
Angeles, AN 13310 after 7:30
p.m.

Apartment for Rent 43

PATIO APARTMENTS
WALKING distance to shops.
One and two bedroom, fur-
nished or unfurnished, pri-
vate enclosed patios, full kit-
chens, garbage disposals,
automatic washer. Every con-
venience in handsome new
building. 387 Calle Ajo.
Phone 2406.

STUDIO or single beautifully
furnished apartments, with
or without kitchen. Large club
swimming pool, close. Day,
week or monthly rates. Very
reasonable. 10 minutes from
Palm Springs on Ramon Rd.
at 1000 Palms. Eldescanso
Motel. Phone 1000 Palms 330.

1 BEDROOM apartment, fur-
nished on Palm Canyon, one
block north of El Mirador ho-
tel. Only \$175 per month or
less on year's lease.

ATTRACTIVE, modern, roomy
bungalow, 1 bedroom, large
living room, fireplace. \$55
summer, \$85 winter months.
Cool in summer. Smoke Tree
Ranch district. Adults. Ph.
6261.

ATTRACTIVE, year's lease, 2
bedroom house at 913 Mel
Ave. Palm Springs. Excellent
condition. Attractive. \$200
month. Call Mrs. Riordan, af-
ter 4, Colton 2041R.

LA QUINTA
WINTER vacation land. Rent-
als, houses and apartments.
COACHELLA VALLEY
REALTY CO.
Phone 93861

FURNISHED, attractive 2 bed-
room, patio, trees, shrubs,
garage. Ideal location and
view. Owner, 247 Racquet
Club Road, Phone 4081.

TWO bedroom unfurnished
house, fenced lot, \$75 month
or year. 1050 Tamarisk Road.
Owner at 1054.

ATTRACTIVELY furnished
guest house. Suitable for one.
\$65 per month includes utili-
ties. Phone 6166.

QUALITY spacious duplex, fur-
nished, new heated pool.
Walled acre center of town
year or season. Call 7431.

5 room furnished house.
Adults only.
2585 Anza Trail

2 BEDROOM, 2 bath with pool.
Furnished. \$500 month for
season. Phone 3673.

3 BEDROOMS, 3 baths, nicely
furnished, carpeted, walled,
garage. Phone 6921.

NEW, modern, furnished house.
44-475 San Juan Ave., Palm
Desert. Phone 76-4411.

3 ROOM deluxe completely fur-
nished. \$110 month, close in.
Phone 3029.

WELL-FURNISHED, 1 bedroom
duplex. Reasonable on year-
ly lease. Paulson. Phone 2761.

Household Goods 50

Hollywood Beds

Full size set — \$39.95.

CHAISE LOUNGE pads. Big 24x
72 boxed, welted, 20 lb. cotton.
\$6.95. Lot 2

Chinese Peel Tub chairs \$3.95.
Wrought iron divans from \$79.50
Wrought iron chairs from \$19.95

SUNDAY AND EVENINGS
BY APPOINTMENT

Maher Furniture

6 Miles North out
Indian Avenue at
North Palm Springs
Ph. Desert Hot Springs 4-2616

BEAUTIFUL Hallcraft radio
combination, cost \$465 new.
Solid walnut hand carved
new full size bed, hand made,
never used. Cost \$425. Bargain
for cash.

Art Upholstery Co.
904 Broadway, Cathedral City
Phone 8-5444

SIMMONS studio couch, either
double or twin beds. Western
motif covering, like new. Less
than ½ price. 2275 Smoke-
wood Road.

\$30 EASY washer and spinner.
Small gas steam radiator. \$25.
Large club chair. \$20. Miscel-
laneous items. Phone 4349.

HIDE-A-BED, toast colored, un-
used, moving. Must sell.
Phone 8-4393

2 PIECE overstuffed Hollywood
beds, 2 guest heaters, set
cheap. Phone 6130, a.m.s.

BED-DAVENPORT, never used,
\$75. 6 Philco refrigerator, 36"
gas range, four burner, excel-
lent condition, \$195. Ph. 2084.

HOUSEHOLD goods, Corral space
available for horses. Phone
6373

Houses for Rent 46

2 BEDROOM furnished, sea-
son or year lease. Also, 3 room
guest quarters available.
Owner, 260 Cortez Road or
call Webster 8-5142.

FURNISHED house. Corral space
available for horses. Phone
6373

FURNISHED 2 bedroom and den home. \$225 per month. No lease.

2 BEDROOM, 2 bath sleeps 6.
\$150 month and \$260 pool.
4 BEDROOM, 3 bath home, pool.
\$375 month.

APARTMENTS, \$100 month up.
AMY NELSON
2277 No. Palm Canyon Drive
Phone 5254 or 4079

3 BEDROOMS, 3 baths, beauti-
fully, completely furnished.
Walled and landscaped gar-
den, sun deck, complete pri-
vacy, 2 car garage. One block
from Lone Palm Hotel. For
season. 537 The Palms. Phone
4198.

2 BEDROOM, 2 bath home, fur-
nished. Good location. TV
cable installed. \$175 month,
yearly basis, option to buy.
Will apply part rent toward
down payment. See—
JOHN W. WILLIAMS
423 N. Palm Canyon Ph. 3311

IT'S YOURS!!

1000 SILVER DOLLARS

(Exclusively for the readers of The Desert Sun)

Here's all you have to do to win this Thousand Silver Dollars

Write in no more than 250 words your ideas of what should be included in the proposed new CAMERON CENTER.

The site is a 12-acre plot of ground abutting Palm Canyon Drive between Riverside Drive and Mesquite Road. Visit the area in order to gain a better perspective of the proposed site of CAMERON CENTER and its surroundings.

If you believe it should have a cocktail lounge and the type it should be, write your planned description of same. Should there be a restaurant and what kind? You suggest that, too. If you are of the opinion that the new CAMERON CENTER shall have nothing other than commercial establishments, say so boldly.

There are such establishments to consider as drug stores, automobile show rooms, a recreation center, just to mention a few.

You tell us of what CAMERON CENTER should consist.....



More explicitly, you citizens, visitors or winter residents of Palm Springs are urgently asked to express your ideas regarding the facilities, type of shops, in order that CAMERON CENTER shall be an area of which Palm Springs will be proud.

It is the sincere desire of George E. Cameron, the developer of this area that no expense be spared in constructing and so building CAMERON CENTER so that you may rightfully feel you have had a hand in its creation.

It is the great desire of the developer to create in the area in question a place of beauty. It is his belief that there is a definite need of a planned center such as is being proposed to keep pace with the ever growing needs of Palm Springs and its steadily increasing population.

It is predicted that California, within the next 20 years or so, will have a population of 20,000,000 citizens. Most of these future citizens will settle right here in Southern California and Palm Springs WILL grow bigger and better, if that is possible, than it is today!

All suggestions submitted will become the property of Cameron Center, and will not be returned to the sender.

CONTEST CLOSES JANUARY 31, 1955

All letters must be postmarked not later than midnight, January 31, 1955
The Judges' panel will consist of leading architects, planning experts and other interested citizens. The decision of the judges will be final.

No Person Employed by Cameron Center or The Desert Sun will be permitted to enter this contest

THERE WILL BE ONLY ONE PRIZE — ONE THOUSAND SILVER DOLLARS

MAIL ENTRIES TO:
1,000 SILVER DOLLARS CONTEST
% The Desert Sun
Post Office Box 190
Palm Springs, Calif.

OR YOU MAY DELIVER YOUR SUGGESTIONS IN PERSON TO THE DESERT SUN